

# Chemist & Druggist

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AUGUST 27 1977

THE NEWSWEEKLY FOR PHARMACY



August, 1977.

An Open Letter to Chemists,

NATIONAL CHEMIST INTRODUCTION

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**Bob Worby  
on why PSNC  
says 'yes'**

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**'Don't take  
money from  
us'—company  
chemists**

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**Unichem start  
advertising to  
consumers**

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# Chemist & Druggist

The newsweekly for pharmacy

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118th year of publication

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# Comment

## Calm before a storm?

In four issues since Mr David Ennals made his remuneration offer to chemist contractors, C&D has printed well over 5,000 words on its detail and on reactions to it (correspondence excluded). Most of the words have come from the Pharmaceutical Services Negotiating Committee, its executive officials and its chairman, Mr Bob Worby, and frequently our reports have been but a precis of the original texts. The message that PSNC is trying to put across should surely have been rammed home—but has it? Can all contractors really see which way PSNC is facing?

Mr Worby has been pressed into giving a further explanation of an apparent about-face this week (p270) and his approach is both cool and reasoned. Unfortunately, however, this calm approach runs against the strength of feeling that was evident at grass roots level following the £11m stock-holding "cut". Many contractors took their leaders' advice and wrote forcefully to their MPs; after the "offer" some demanded a face-to-face meeting with their MP—and some have still to attend such a meeting, knowing they have to explain why a derisory and unacceptable offer is now better than nothing and acceptable providing they can continue to ask for more (the next time contractors do *not* have a current claim before the Department should be something of a landmark!).

It may be said that in recent months the PSNC has used the political machinery to serve its ends better than ever before: the "early day motion" in Parliament was a tangible result. But a politician can reply in kind, and Mr Ennals has done just that (as Mr Worby acknowledges) by presenting a "divisive" offer. The bluff has been called.

But are contractors bluffing? For once we think not and this is therefore no time for the rumoured disunity within the PSNC itself (to which Mr Worby alludes). Even the company chemists, not noted for their rhetoric, have felt obliged to make their position clear (p264), so why the reluctance to close ranks and fight for the survival of the pharmaceutical service that all believe in so passionately?

## Going public

Unichem is the latest wholesaler-orientated buying group to put its members' special offers directly before the public through national advertising (p274). Apocaire, Numark and Enterprise are among others that have gone before, and with "identification" of premises becoming more the rule than the exception, a conversion to symbol-group trading for most independent pharmacists seems more a matter of semantics than of time.

Numark have incurred the Pharmaceutical Society's Council's displeasure by using a restricted title indirectly in "ICML". Unichem go one stage further by stating their promotion as "on behalf of Britain's private chemists". They have told Council they have been forced to go ahead with short-term plans "in the absence of positive guidelines" on advertising—and all retail pharmacists will appreciate their dilemma after this month's divided vote in Council (August 13, p208).



# CCA says let public pay for differential on-cost

The Company Chemists Association has decided in favour of a differential on-cost to benefit smaller contractors but feels that the necessary finance should come from public funds, not the larger contractors. For these reasons, the Association believes the offer from Mr David Ennals, Secretary for Social Services, should be rejected at the October conference of Local Pharmaceutical Committees.

In a statement issued last week the Association says: "The CCA has always agreed that it is desirable that some extra remuneration should be made to smaller contractors providing essential pharmaceutical services and which would go some way towards preserving their viability".

"It does not, however, support any proposal which has the effect of reducing the remuneration of the larger contractors and which would inevitably result in a lower standard of pharmaceutical service overall".

"The CCA therefore proposes that the scheme for redistribution of NHS remuneration should be by application of a differential on-cost to benefit smaller contractors but that only the extra money that has been available from public funds should be used for this purpose. Such a scheme should be reviewed after two years when the effect on the total pharmaceutical service can be examined".

"It will be appreciated that the number of larger contractors in England and Wales represented by independent pharmacies is by far greater than those larger contractors represented by the company chemists".

## NPA to consider offer

The National Pharmaceutical Association board of management is to meet in September to consider the Secretary of State's offer. The board's views will, if appropriate, then be made known to PSNC in time for them to be considered at the October conference.

Whilst the NPA welcomes the help that will be given to smaller dispensing businesses, it is deeply concerned at the adverse effect on the profitability of pharmacies with higher dispensing turnover: "The effect of the proposed sliding scale will be especially unfortunate on those pharmacies (many of them very small) whose proprietors have combined as consortia to protect their interests in the face of health centre developments. The profit per prescription dispensed from the health centre pharmacy will almost certainly be less than before. Thus the overall profitability of the consortium pharmacies, already reduced by the consortium overheads and the fall in customer flow, will be still less if the offer is accepted".

Mr J. Charlton, PSNC secretary, told

C&D this week that about a dozen LPCs had submitted resolutions for discussion at the conference. No overall picture of acceptance or rejection had emerged as all the resolutions had not yet been received. Some LPCs were rejecting the offer outright, others were "reluctantly accepting". The conference agenda is due to be circulated by the end of the month.

On p270, Mr Bob Worby, PSNC chairman, explains why the PSNC is recommending that contractors accept the offer but continue to fight for better overall remuneration.

A spokesman for Lincolnshire Pharmaceutical Committee said they had submitted a motion calling upon the conference to "view with dismay the apparent readiness of the PSNC to accept the opening offer of the Secretary of State as final

and calls upon the PSNC to resume negotiations immediately with a view to obtaining sufficient new money to finance a revised scheme of distribution to NHS remuneration".

The decision to put the resolution to the LPC conference was taken unanimously by the Lincolnshire Committee—it is understood that there was a feeling that any offer leaving a third of contractors worse off than they are at present must be impossible to accept.

Rejecting the Secretary of State's proposals, the City and East London Committee is to urge PSNC to set up a second Essential Small Pharmacies Scheme suitably adapted for urban areas "in order to avoid indiscriminate subsidy of every pharmacy which dispenses small numbers of prescriptions".

A further resolution put forward by this Committee is: "that this conference fully supports the remuneration policy of the PSNC as publicised prior to July 1977, involving complete rejection of any cuts in remuneration proposed by the Department and demanding an increase in rate of return on capital employed from 16 per cent to 26 per cent to meet the minimum requirements for maintenance of an adequate pharmaceutical service".

The proposals have also been rejected by contractors in Coventry (see p289).

## Increased fines for poisons offences

Certain provisions of the Criminal Law Act 1977 come into force on September 8. They amend existing legislation or create new criminal offences.

### Misuse of Drugs Act 1971 changes

The definition of cannabis in section 37(1) is amended to include all parts of any plant of the genus cannabis other than resin (already separately defined), the mature stalk, the fibre produced from mature stalk and the seed when they have been separated from the plant. In a recent case the accused was found not guilty of possessing cannabis (because it was not the flowering or fruiting top) but guilty of possessing cannabinal derivative within another part of the plant—a more serious offence. The amendment is designed to restrict cannabis plant material to a class B drug whereas cannabinal is class A.

The maximum summary fine for offences under section 17(3), that is, failure to comply with the notice requiring information relating to prescribing and supplying of drugs subject to the Act, is increased from £100 to £200.

### Poisons Act 1972

Maximum summary fines are increased for the following offences: Section 8(1) (illegal sale of non-medicinal poisons) old £50, new £500; section 6(4) (use of titles to suggest entitlement to sell poisons) old £20, new £50; section 9(8) (obstruction of inspectors) old £5, new £50.

### Employers' Liability Act 1969

Maximum summary fines are increased for the following offences: Section 4(3) (certificates of insurance) old £50, new £200;

section 5 (employer failing to insure employee) old £200, new £500. (The Criminal Law Act 1977 (Commencement No. 1) Order 1977, SI No. 1365, HM Stationery Office, £0.15).

## Ideas for improvement of VAT system sought

Suggestions for improving any aspect of the administration of value added tax are invited by the Commissioners of Customs and Excise. In particular, comments are sought on a proposal for a scheme of annual accounting for VAT.

During a debate in Standing Committee of the Finance Bill 1977, a clause proposing annual accounting for all but the largest traders was rejected, but the Government undertook to ascertain the views of interested bodies on the proposal and the possibility of administrative improvements and reduction in the costs imposed on traders.

The Commissioners of Customs and Excise are therefore entering into discussions with major trade and professional organisations, and would also welcome the views of others concerned with VAT. Written comments should be sent by mid-October if possible (mid-November at the latest) to HM Customs and Excise, Room 213, Knollys House, 11 Byward Street, London EC3R 5AY.

□ A leaflet, Notice No. 731, has been issued giving details of the new limits for registration and cancellation of registration for VAT introduced under the Finance Act 1977 (C&D, May 21, p736). The new limits become operative on October 1. Copies of the notice are being distributed to all registered traders, and further copies are available from local Customs and Excise VAT offices.



# NHS share of turnover still rising

National Health Service dispensing expressed as a percentage of chemists' total turnover rose yet again, during May and June, compared with the same period last year.

The latest *Retailer Bulletin* from A. C. Nielsen Co Ltd shows that for large independents NHS share of turnover was 50.5 per cent compared with 58.3 per cent last year, for small independents 59 per cent (57.4 per cent) and for multiples-co-operatives (excluding Boots) 51.5 per cent (46.6 per cent).

Average prescriptions dispensed per shop also rose over last year. Large independents dispensed 3,129 during May and 2,952 during April (2,860 and 2,869), small independents 1,476 during May and 1,401 during April (1,393 and 1,386) while multiples-co-ops dispensed 2,185 during May and 2,118 during April (2,031 and 2,053). Average weekly NHS receipts during May and June amounted to £1,287 for large independents (an increase of 27 per cent on last year), £616 for small independents (up 26 per cent), and £959 for multiples-co-operatives (up 35 per cent). Total Great Britain average NHS receipts were up by 28 per cent to £956.

Average weekly cash receipts were £807 for large independents (up 15 per cent), £319 for small independents (up 15 per cent) and £840 for multiple-co-ops (up 11 per cent) with a total Great Britain average of £568 (up 14 per cent). Total sterling volume was £160,425,000 compared with £132,173,000 last year and shares were—large independents 58 per cent (57.7 per cent), small independents 28 per cent (28.4 per cent) and multiples-co-ops 14 per cent (13.9 per cent).

## BNF to be published two or three times a year?

A twice or thrice-yearly British National Formulary, with up-to-date pharmacological information and comparative prices of drugs by generic and proprietary names, is being discussed by the Pharmaceutical Society and the British Medical Association, joint publishers of the present BNF, with the Department of Health.

The BMA has confirmed with *C&D* a report in last week's *General Practitioner* that the "new look" BNF was being suggested as a means to cut the drugs bill, but stressed that the discussions with the Department were still "solely at official level". A spokesman for the Pharmaceutical Society said that discussions on the future of the BNF had taken place between the publishers and the Department but could give no further details.

The Mayor of Coleraine, Mr J. White, MPSNI, presenting a crystal bowl to the Queen with whom he had lunch recently (last week, p236) (Photo courtesy of Northern Newspaper Group)



According to the *General Practitioner* report, the joint Pharmaceutical Society and BMA discussions on the BNF are separate from the BMA's discussions with the Department on ways to cut prescribing costs. The proposal was to be discussed with the councils of both professions.

## 'Prescription patrol' to solve pharmacy lack

A Yorkshire pharmacist, who operates a "daily prescription patrol" to compensate for the lack of local rural pharmacies, was featured in Monday's *Yorkshire Post*.

According to the report, Mr Malcolm Thirkill, branch manager of a multiple, is the only chemist left within Denby Dale and he: "Delivers in his own time, during daily prescription patrols; bridges the loss of two village chemist's shops in the area, and ensures that much-needed medicines, drugs and medical supplies reach the people who need them but cannot get to his shop".

The reporter, Mr Alec Ramsden, accompanied Mr Thirkill on a "patrol", visiting three people, who for various reasons would have had difficulty in getting to the pharmacy. Mr Thirkill is quoted as saying: "If the people cannot come to the chemist, then the chemist must go out to them". To do that, he apparently covers about 50 miles a week on a "round" of 15 scattered communities.

Miss Maureen Tomison, the Pharmaceutical Society's head of publicity, provided Mr Ramsden with details of pharmacy closures and their effects.

Mr Thirkill emphasised to *C&D* that the service could not harm any other pharmacists because there were none within an area of 30 square miles. He operates the service with the knowledge of the Society's inspector and it was hoped that the Area Health Authority would adopt the scheme officially. He regarded the service as a benefit to the profession rather than to his business.

## 'Drug prices not as high as doctors suppose'

Doctors tend to think the costs of drugs are, on average, half as much again as the true costs and consequently active price promotion could be a "major way of increasing prescribing of some products", according to a Prices in Promotion Survey, from Eyescan, 9 Orme Court, London.

The survey was carried out to help

pharmaceutical companies decide whether to promote drug prices actively or to print them "in the smallest type size" once the agreement with the Government on inclusion of prices in advertisements comes into effect. Eyescan say the results suggest the Department of Health may have made an error in encouraging industry to make doctors more aware of prices. For example, a well known analgesic was estimated to cost almost four times its price and Valium was estimated to cost over twice its price, even after the publicity on its prices. Conversely, according to the survey, "a very few" drugs were thought to cost less. Eyescan presume the intention of the agreement was to make doctors appreciate the expense of branded drugs compared with generics, but by whom, how and where are generic prices to be promoted?, they ask.

The questions intended to be answered by the survey were: In which areas does price seem important?; how does it relate to prescribing habits?; what happens if the price is hidden or promoted and do doctors notice?; what are the relative effects of expressing costs by unit, daily or by length of treatment? The survey involved 31 GPs but Eyescan point out that whilst the sample is small the results may be used as a qualitative guide. The report costs £440 or £125 for presentations of specific product areas.

## Three-monthly 'pill' liked

A reduction in menstruation to four times a year by taking an oral contraceptive (Minilyn) for three-monthly cycles was welcomed by 82 per cent of 196 women in a study published in last week's *British Medical Journal*.

The women, of whom 182 were established "pill" users, preferred the easier regimen and fewer menstrual problems although 23 per cent were concerned at the lack of monthly assurance that they were not pregnant. Spotting and breakthrough bleeding were not a problem although weight gain of more than 2kg and breast tenderness were noted in the first cycle. A new study has been started using a lower dose oestrogen preparation.

A letter in the same issue from Dr Nancy Loudon, Lothian Health Board, questions the advice given to women to take additional contraceptive measures for the first 14 days when starting the "pill". A study three years ago showed that if Ovranette was taken on the first day of bleeding rather than the fifth no additional precautions were necessary.



# Scholl recall odour insoles after High Court injunction

Scholl (UK) Ltd were on Tuesday banned in the High Court from continuing to sell their odour-destroying shoe insoles in such a way as to represent them as Odor Eaters sold by Combe International Ltd. The injunction, until trial of an action between the parties or further order, was stayed for seven days.

Scholl have since decided to recall their product but feel they have "strong hopes" of success when the matter comes to trial.

Mr Justice Fox said that Combe were first in the market with Odor Eaters, had spent £700,000 on Press and television advertising and in 1976 sold over one million pairs in Britain. This year up to July sales were considerably higher. Combe claimed that Scholl, which marketed its odour destroying cushion insoles last month, had tried to climb on the back of the Combe advertising and had caused confusion by similar packaging, similar colour, markings and instructions. Previously Scholl had sold insoles in a plastic package, but in this case they had used a box of the same size and shape as Combe.

Combe's secret was a layer of activated charcoal. Scholl also claimed that they had charcoal, but it was not activated and Scholl had added an antibacterial agent. There was no need for Scholl to use the word charcoal on its product.

## Confusion over vouchers

Confusion was shown by a promotional offer from Combe. This gave a 25p voucher if a coupon was attached to a Combe label—Combe had received the coupons with Scholl labels attached. Combe contended that their product was 16 per cent more efficient than Scholl's and that meant that the difference was sufficient to be noticed by the public.

The judge said that in deciding on the ban he had considered that an undertaking in damages by Scholl would not be sufficient because Combe would lose a great deal of unquantifiable goodwill if Scholl were allowed to continue to sell in the same way. On the other hand, Scholl were not stopped from selling their product if they did not do so in a way which represented to the public that it was similar to an Odor Eater when it was admitted that it did not contain the same ingredients. Scholl had spent only £107,000 on their promotion and it seemed, even with the ban, that they would not lose all that amount.

The injunction would be to stop Scholl representing that their shoe insoles were substantially the same as Combe's Odor Eaters and causing or enabling others to do so. The judge also ordered a speedy trial of the action.

A spokesman from Scholl told *C&D* on Wednesday: "We were granted a stay of

injunction for one week, but regret that we must request our customers to withdraw our odour-destroying cushion insoles forthwith and either return them to us or hand to our representatives when they next call. We have discussed with our legal advisers whether or not to appeal against the interlocutory order but have decided that the best course of action is to prosecute our defence of Combe's action with all possible speed. We have fortunately succeeded in getting from the Court direction for a speedy trial at which we have strong hopes of being successful."

"We regret any inconvenience caused to our customers by this action."

## Health centre dispute goes to Ombudsman

A dispute between Newcastle Area Health Authority and residents in the Byker district over whether a health centre should be built as part of the Byker redevelopment project is being referred to the Health Service Commissioner by the local MP, Mr H. Cowans. Opposition to the scheme has come from, among others, the Local Pharmaceutical Committee, but some Byker residents have been concerned because the only pharmacist within Byker, Mr B. Atkins, has said it would be uneconomic for him to transfer his business to a site in the new development unless the health centre is built. Mr Atkins also runs a sub-Post Office, and the same residents are reported to be worried about its possible loss.

## Phenformin to be phased out in US by October 23

Diabetics in the USA who are taking phenformin have been advised by the Food and Drug Administration to consult their doctors so that they can be changed to other therapy before the drug is phased out on October 23.

The decision to withdraw phenformin, announced on July 25, was based on a study showing that lactic acidosis occurs at a rate of 0.25 to 4 per 1,000 phenformin users each year and that half those who develop lactic acidosis die. Phenformin will still be available to a small number of patients who meet specific conditions set out in a bulletin sent to all physicians and other health professionals.

Winthrop, manufacturers of Dibotin, told *C&D* that in their opinion there was no need to withdraw the drug in the UK although the ultimate decision rested with the Committee on Safety of Medicines. They said it had been known for several years that there was a risk associated with the use of phenformin but the exact degree



The British girls who broke the world record for the 4 x 200m relay during the Sunsilk sponsored Women's Amateur Athletic Association championships last weekend—(left to right) Sonia Lannaman, Sharon Colyear, Donna Hartley and Verona Elder. The girls recorded a time of 1 min 31.5 secs

of risk was open to question. Doctors have been made aware of the risk of lactic acidosis, both in a letter from the CS last year and in the current data sheet and Winthrop thought this was sufficient

## Medicines Act licence fees go up next week

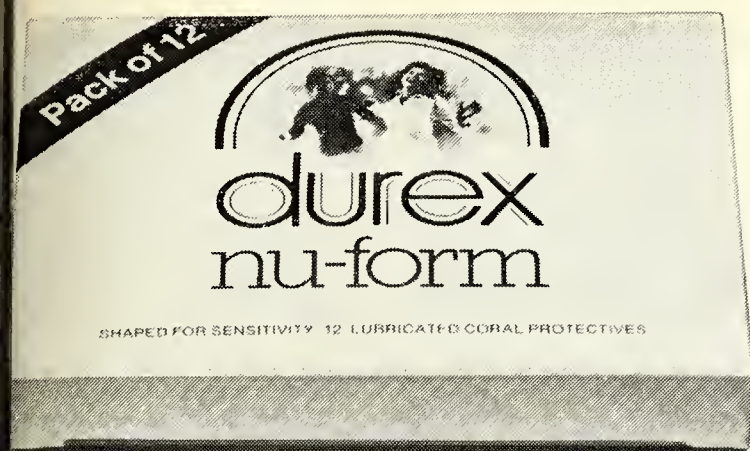
Further amendments to the fees payable in connection with applications for licence or certificates under the Medicines Act 1968 come into force on September 1.

The Medicines (Fees) Amendment (No 2) Regulations 1977 (SI No 1374, HMSO Stationery Office, £0.35) alter the 1977 Regulations as follows: Product licence—higher initial fees increased from £1,800 to £2,000, lower rate increase from £60 to £120; Clinical trial and annual test certificate—fees increased from £50 to £120; product, manufacturer and wholesaler licences—variation fees increased; holders of licences of right applying for a product licence—fees introduced licence holder not paying annual fees by due date—further fees; reduced higher initial fees—new provisions; calculation of annual fee tables—revised.

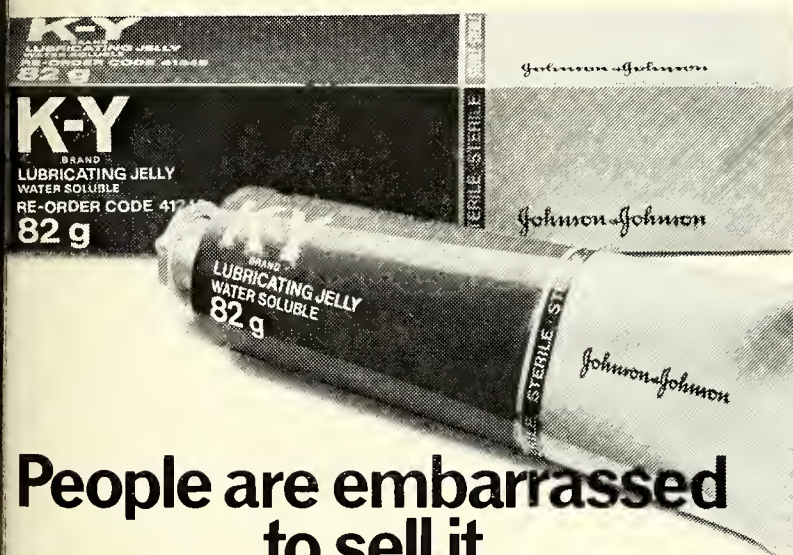
## History of pharmacy group creates new Fellowships

The Faculty of the History of Medicine and Pharmacy of the Worshipful Society of Apothecaries of London has now been enlarged to include the Philosophy of Medicine and its constitution has been revised. The revision is expected to strengthen the link between the Society of Apothecaries and the Faculty, to enable members to take a more active part in its organisation and to make the Faculty more effective in its role as a co-ordinating body for the history and philosophy of medicine and pharmacy. A new grade of Fellowship has been instituted. Copies of the new constitution are available from the secretary, Apothecaries Hall, Blackfriars Lane, London EC4V 6EJ.





**People were embarrassed  
to sell it.  
Now they sell millions.**



**People are embarrassed  
to sell it.....**

There was a certain amount of embarrassment among chemists when they first started displaying Durex and Tampax.

But there soon proved to be an enormous demand for these products.

They now sell millions.

The same applies to Johnson & Johnson's K-Y\* Lubricating Jelly.

Dryness may be an uncomfortable problem to talk about, but it's an uncomfortable problem that many women have to live with.

And by displaying K-Y\* Jelly you'll not only be helping a lot of women you'll also be helping yourself.



**People were embarrassed  
to sell it.  
Now they sell millions.**

It's used and recommended by doctors and surgeons throughout the country.

(They use it whenever internal examinations are needed).

And because it has been thoroughly tested and researched women can be sure it is safe.

It's therefore ideal for use with sheaths and as an aid to inserting diaphragms and tampons.

When a major retail chemist put K-Y\* Jelly on the counter next to Durex they doubled their sales.

You can also double your sales too, just by displaying K-Y\* Jelly on your counter.

And to make sure that your customers know all about it we'll be spending around £50,000 supporting the brand.

This includes a press campaign in womens magazines and national newspapers.

So the only embarrassing thing about selling K-Y\* Jelly will be your extra profits.

**K-Y\* JELLY**  
Johnson & Johnson  
Reg Trade Mark Limited Slough



# WIN A WEEK-END IN MAJORCA

or a portable TV, or a Voigtlander camera.  
Ask your ICML representative for details.



ICML divide the UK into three sales regions. Chemists in each one of these three regions could win a week-end in Majorca for two.

There are runner-up prizes of portable black and white TVs, or Voigtlander 110 cameras. Altogether the value of these prizes is worth over £1,000.

All you have to do to qualify is purchase 50 packets of flash, and:-

Estimate how many flash cubes there are in the sombrero, and its circumference in cms.

Nothing could be simpler, or easier to enter. So the message is clear — don't buy any more flash until you've seen your ICML representative. What's more, there's no limit to your number of entries — all you need to do is purchase another 50 packets of flash to enable you to increase your chances.

If you can't wait for your representative please call Martin Edwards our Sales Manager on Warminster (0985) 215555.

INDEPENDENT CHEMIST  
MARKETING LIMITED

51 Boreham Road, Warminster,  
Wiltshire BA12 9JU.



# People

Mr Stanley North, chairman, and Mr L. J. Heaverman, London sales representative, Approved Prescription Services, were each presented with a silver Armada dish and a certificate from the company after completion of 25 years' service.

## Deaths

**Cook:** Suddenly, Mr James Cook, MPS, 23 Newfound Drive, Colney Lane, Cringleford, Norwich NOR 68F. Mr. W. L. B. Coleman writes: "Norwich pharmacists have suffered a sad loss by the sudden death of James Cook. He qualified in Edinburgh in 1934 and after a period with Meggesons, joined the forces as signals instructor. In 1948 he took over the family pharmacy in St Stephen's and in 1963 moved to St Benedict's owing to redevelopment, and again in 1974 to Distillery Square due to road widening. He was past chairman of the Society's branch and member of the Local Pharmaceutical Committee for many years. A regular attender at branch meetings, he was especially helpful at social functions and was the obvious choice for chairman of the catering committee of the 1975 British Pharmaceutical Conference in Norwich."

**Stewart:** Suddenly, on August 13, Mr William Francis Stewart, JP, MPS, of Dunard, Marjoribanks Street, Bathgate, West Lothian. Mr Stewart, who qualified in 1939, ran a pharmacy in Bathgate, was a provost before local government reorganisation and a local and county councillor.

## News in brief

□ Employment among the pharmaceutical chemicals and preparations industry was 74,100 in March, a similar figure to the same time last year, compared with a total chemicals and allied industries employment of 429,600 and 421,300 last year, according to the Department of Employment *Gazette*.

□ The Royal College of General Practitioners is hoping to run a study of the incidence and severity of whooping cough. A pilot study should be set up within the next few weeks to determine the feasibility and boundaries of the study.

□ The Bangladesh Ministry of Commerce has fixed maximum retail selling prices for certain imported medicines and drugs. Copies of the list are available to British exporters from Overseas Tariffs and Regulations Section, Export Services and Promotions Division, Export House, 50 Ludgate Hill, London EC4M 7HU.

□ A draft EEC Directive (COM (77) 171 final) recently submitted to the Council of Ministers on the marking of the prices of foodstuffs in retail establishments requires that the price per unit measure of packaged foodstuffs should be displayed, as well as the total selling price. Welcoming the draft Directive, the EEC's consumers' consultative committee considered that unit pricing should be applied to other products such as cosmetics.

# Topical reflections

BY XRAYSER

## Thirty years

The year 1947 was of crucial importance for that was the last year of pharmacy as it had been known for generations. We were on the eve of the National Health Service, a gigantic concept which completely altered the picture of health care. Peace had been with us for two years, and in a summer of glorious sunshine we sat at the feet of Denis Compton. But we were aware that great changes, arising out of the Beveridge Report, were around the corner. It was a turning-point in the pharmaceutical field, and although the appointed day was not until the following year, planning and negotiation had already started.

It is not surprising that there were misconceptions, or that some of our negotiators, who had lived for years with the National Health Insurance Scheme, found it difficult to appreciate that what was coming was not merely an extension of the scheme. It was total. It embraced the whole population, rich and poor, old and young. Medical attention and pharmaceutical service, hospital care and dental treatment were all provided, and pharmacists in England and Wales, for the first time in history, were to have the right to dispense all (or nearly all) medicines.

Prior to that period a very large part of the supply of medicines was undertaken by doctors, for few other than those people covered by the provisions of National Health Insurance went to the pharmacy. Those not so placed usually paid the doctor a sum which covered both consultation and a bottle of medicine which could be refilled *ad lib* for the customary fee. It may be that pharmacy at that time, with the prospect of a huge increase in dispensing, tended rather to undervalue its services. (The situation was different in Scotland, where doctor dispensing was almost non-existent, and consequently no increase in dispensing was anticipated—merely a change in the source of payment from that of patient to that of the Government Department.)

## Today

Now what seemed in the early days of the service to be complicated has become much too involved for the pharmacist who spends his whole life dealing with the ever-increasing complexities of modern medicine, and whose understanding of the financial niceties of the contract is governed by the state of his bank balance.

You rightly comment (p235) that there has been so much confusion in recent weeks as to the implication of Mr Ennals' offer that contractors need a clear explanation of the views of the Pharmaceutical Services Negotiating Committee well in advance of the meeting of Local Pharmaceutical Committees in October. Perhaps the most alarming comment on the situation is contained in your statement that a meeting at which members are still largely bewildered is unlikely to offer its immediate support for united action in pressing for an overall improvement in remuneration. I think you are correct also in your assumption that the battle will be long and arduous.

It must be exceedingly difficult to cut a swathe through the jungle of arguments and counter-arguments; through the mass of figures, many of which have little relevance to the straightforward objective of giving a satisfactory pharmaceutical service. I have tried, over the years, to get to grips with the sorry scheme of things entire but, like Omar, I have listened to the great arguments and have left by that same door wherein I went. I can appreciate your bewilderment over the apparent change of attitude on the part of the leaders. It may be that they have found the offer a lesser evil than it might have been, or it may be that they require more time to examine the situation. We should learn soon (see also p270).



# Bob Worby explains why PSNC says 'yes' to Mr Ennals' offer

*An increasing level of confusion has developed among pharmacists as to the implications of Mr David Ennals' recent offer (C&D, August 6). Here Mr Bob Worby, chairman, explains why the Pharmaceutical Services Negotiating Committee is recommending acceptance.*

The outcome of our recent negotiations has been so far-reaching in its implications and yet at the same time so irrelevant to the overall cash problems of pharmacy that some confusion was inevitable. There have been suggestions that PSNC is divided amongst itself on the subject—and these suggestions are in large measure a consequence of the greatly increased level of communication both with the public and with the profession itself which we have recently sought to achieve.

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**"It is impossible to satisfy all the expectations of all contractors."**

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The Secretary of State has deliberately presented the profession, and therefore PSNC, with a dilemma—a divisive offer which tackles to a very significant, but at the same time inadequate, degree the problem of the smaller pharmacy, and represents a long overdue redress of an imbalance of cost reimbursement which has existed for far too long, an imbalance created by ourselves at the 1964 conference and which made a small contractor so very much more vulnerable than his larger colleague. In this respect the Secretary of State's offer is deliberately designed to be "an offer we cannot refuse".

At the same time PSNC, and indeed every contractor is aware that the main issue has been evaded by the Secretary of State. No improvement has been conceded in the percentage return on capital in the contract as a whole, and the £11-million reduction has not been offset.

PSNC is therefore placed in a position where it is plainly impossible to satisfy all the expectations of all contractors regardless of whether it recommends acceptance or rejection of the offer. It falls to me as the new chairman to interpret the view of PSNC to contractors at the conference in the light, not only of what we are seeking in the way of adequate remuneration, but also in the light of the degree of unity likely to be displayed if retaliatory action were to be taken.

To wait until the conference meets before spelling out our reaction to the complex proposals made by the Secretary of State would be unfair to conference delegates. It is vital that they should be able to discuss the whole question within LPCs and with contractors prior to October 2 having the benefit of a clear account of the Committee's views.

Contrary to the unfortunately premature

conclusions reached by one pharmaceutical publication, PSNC is not recommending rejection of the Secretary of State's offer. This does not imply, however, any retraction of the statements of our case made before the final meeting with Mr Ennals, nor indeed of the public condemnation I have since made of the offer.

I set out very plainly, in my address to contractors at Swansea (C&D, July 23, p132), what I regarded as our minimum negotiating position—that pharmacy could not tolerate any part of an £11m cut, but required a distinct improvement in overall remuneration. I also said that if all reasonable approaches were rejected pharmacy would react in unison and rebel.

This would undoubtedly have been the case had the Secretary of State simply declined to provide the monies we require. It has, in my view, been parried by the terms of his offer. This renders it essential to consider the immediate advantages of accepting the proposal to redistribute existing monies, using £3m of "new" money, in order to make a significant move towards greater equity between the different groups of contractors. The proposed shift of cost reimbursement from larger to smaller contractors, which incorporates the removal of less than £2m from two larger groups, is of a magnitude which PSNC itself, without the acquisition of a large amount of "new money" could not possibly have contemplated. It is equally a shift which in terms of equity no truly representative conference could reject. Next year a further £2m is to be provided by the Department.

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**"It is difficult to mount an effective campaign against a background of 'group distinction' within our own ranks and the Secretary of State has taken full advantage of this situation."**

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Whilst this represents no more than £5m over two years to be set against the reduction in respect of stockholding, it directly benefits the 70 per cent of contractors in the lower four of the six groups into which we are classified.

This £5m is entirely unrelated to any aspect of our £10m claim and thus leaves our entire case intact and open to further pressure from us. Whilst our negotiations have been proceeding, the provisional reduction in the discounting scale has made a further £4m a year available to us.

I do not believe that individual contractors have been aware of the full extent of the appalling imbalance of remuneration that has built up since 1964. The figures in the joint PSNC-Department statement of 1977 NHS costs and profit (C&D, Aug-

ust 6, p181), now make it crystal clear. Our claims were to enable us to lift the profitability of smaller contractors to the level of the larger ones. The new proposals, on the other hand, whilst moving towards the equality we sought, do so at a lower level, which is why our claims must still be pursued.

The critical factor which must influence our decision on October 2, however, is the extent to which the smaller contractor is assisted. This assistance is undoubtedly insufficient. On the agreed figures half of them will still not show a "trading profit" and none will have a sufficient cash-flow to enable them to maintain their stock without an annual injection of fresh capital. It is, without doubt, a vital step in the right direction as far as they all are concerned, and represents as much as £1,240 to some and well over £1,000 to the majority. We would be foolish indeed to ignore the extent to which this must influence 70 per cent of our members.

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**"The likelihood of redistribution must certainly not be ignored."**

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It is this majority who will have the most to gain from an acceptance of the Minister's offer. These contractors will feel that we should re-think our tactics, consolidate the ground which has been given and continue our assault upon the profit margin by other means.

These contractors will also be justified in taking the view that we shall be more united and therefore infinitely more effective in our negotiations with the Department when we reach the stage where the inadequacy of NHS remuneration affects all pharmacists to the same extent. Our public and Parliamentary campaign will then be able to demonstrate not only the effect of remuneration upon closures, but its effect upon the overall level of service we are able to provide across the whole range of contractors. It is difficult to mount an effective campaign against a background of "group distinction" within our own ranks and the Secretary of State has taken full advantage of this situation.

The two basic factors upon which conference must take its decision on October 2 are: Firstly, whether in the face of an offer of up to £1,240 a year extra cash for some 2,750 small contractors, and an average £1,000 a year extra for a further 2,500 slightly larger contractors there would be any likelihood of sufficient support for immediate concerted "industrial action" in respect of our still unmet claim for an improvement in the profit margin.

Secondly whether, in the medium term, acceptance of this long overdue correction of the relative viability of the wide variety of contractors will lead to a more united, more powerful profession to press for improved profitability for us all.

Over-riding, and therefore influencing strongly the choice between these alternatives is the purely practical aspect of the options open to the Secretary of State if we reject his proposals. No Minister could possibly be seen to be perpetuating inequalities of the magnitude so clearly demonstrated, now that it has at last been made public. This is the Secretary of State's trump card, and the likelihood of redistribution must not be ignored.



If the offer is accepted on October 2, there is no question of any cash repayment being required in respect of 1975 and 1976 because the £6m stockholding reduction for those two years is represented by monies we were not paid during that period but hoped to recoup.

In respect of 1977 we have, in addition to the £14.2m which would in any event have become available due to increases in overhead costs, container allowances, notional salary and oxygen and rota services, a further sum equivalent to some £4m per annum as a result of the provisional reduction in discounting. This will yield approximately £2½m in the months June to December 1977.

There is therefore a very considerable increase in monies which will be due for this year which are represented by the amounts we are already receiving in the form of increasing oncost as the net ingredient cost continues to rise. We shall therefore not be in the all too familiar position of having received more through oncost than the amounts due. The effect of the proposed differential oncost scale will therefore be immediate real increases in the amounts of the monthly NHS cheques received by the groups who benefit under the redistribution proposals.

"What we cannot afford to do is to bring contractors into head on collision with the Government unless we are very sure that all will be of one mind"

Now let us look at the situation which we are left with concerning our £10m claim. None of it has been conceded. At the same time, however, none of it has been surrendered either. The offer, whilst being of tremendous significance to the relative viability of the groups, is utterly irrelevant to our overall funding problem. This is why we called it derisory and condemned it soundly when it was released to the Press. It will not stop the closure of the smaller pharmacies, although it must slow them down, and this small breathing space will be helpful. What it does is simply spread the problem over a much wider range of pharmacies. It will have a deleterious effect upon the level of service which all of them provide.

Until real progress, in addition to the £14m a year discounting relief, is made on our claim we are left with a situation wherein a third of contractors are still making a loss, albeit a smaller loss, on their contracts, subject only to relief through the Essential Small Pharmacies Scheme. The next larger third of our number, although now at last showing an NHS "trading" profit, are still in need of additional outside capital every year if they are to maintain their stocks, and the top third, although possibly marginally enabled to maintain stocks from their profit after tax will be quite unable to draw any "dividend" on their investment because the entire yield is "trapped".

This cannot represent other than shamefully unfair treatment of a profession on the one hand "locked in" to the contract because of its investment in an unprofitable operation and on the other hand

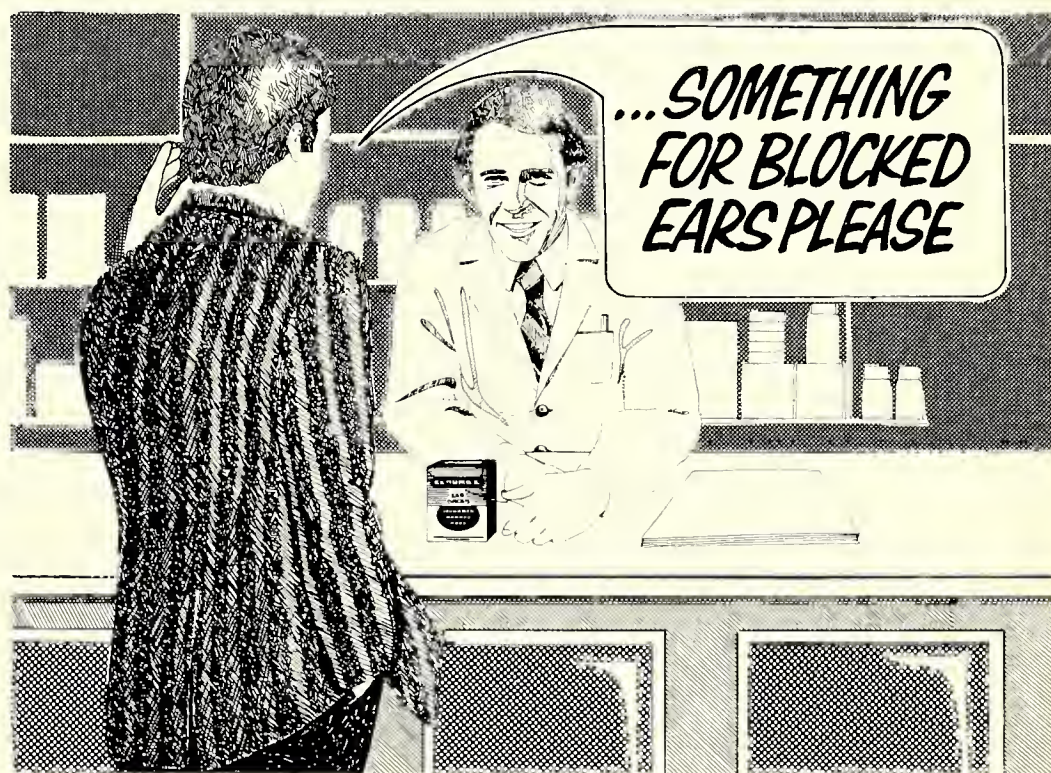
hampered in its reaction by its dedication to service of the public.

This is why we must redouble our efforts to press our claim, and fully maintain our public and Parliamentary campaign until all pharmacies serving the nation are receiving sufficient recompense for their efforts and their investment to enable them to maintain their business without running steadily into debt. Other investors in all spheres expect to be able to maintain an available dividend in return for their investments as an incentive so to invest. We do not have that privilege. The Secretary of State must face up to his responsibilities to the profession as well as to the taxpayers whose needs we serve. Indeed, he has already publicly admitted that the Price Code, if applied to pharmacy, would increase our profit per prescription from approximately 5p to 7p as against the 10p for which we have asked. Our current percentage on turnover at 2.8 per cent is below the Government's own base level in their guidelines for business profitability. In the sixties it stood

at 4.6 per cent and in 1974 was 3.9 per cent. This is not justice.

We have already made application to ACAS for an improvement in our notional salary. Subject to the decision of conference we can resort to arbitration on the current profit margin claim and, if further negotiation is unfruitful, will have to do likewise in respect of the methods of assessment of property costs which are also inequitable.

What we cannot afford to do is to bring contractors into head on collision with the Government unless we are very, very sure that all will be of one mind. In the light of the terms of the Secretary of State's offer, and its immediate significance for so many contractors, we are not convinced that we have such a situation and the strength it would imply. Mindful, therefore, of the needs of all contractors and of the alternative measures we can still pursue, we recommend acceptance. It is an unpalatable recommendation, but one which will, we feel, best serve longer term interests.



## You need CERUMOL

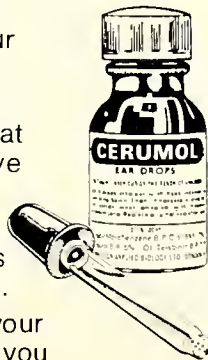
### ...it's the most widely prescribed method of removing ear wax

Why not recommend to your customers the number one prescription product?

Clinical trials have shown that Cerumol is the most effective way of loosening accumulated ear wax.

That's why after 25 years it's still first choice with doctors.

When your customers ask your advice about 'blocked ears' you know you can recommend Cerumol with confidence.



## CERUMOL®

**proven  
in practice**



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# Trade News

## Cussons and Racasan joint sales operation

Cussons Sons & Co Ltd, Kersal Vale, Manchester M7 0GL, and Racasan Ltd, Cromwell Road, Ellesmere Port, Merseyside L65 4DU, have joined forces to produce a national sales operation. The merger, effective from September 1, is designed to improve distribution to retail outlets throughout the UK. Cussons sales director, Dick Skirton, said of the merger, "We have taken the opportunity to build into the sales structure a strengthened specialist chemist division. . . . Additionally the move will allow retailers to place orders for Cussons and Racasan products with the same representative. One particularly pleasing aspect," he concluded, "is that this is a merger from strength rather than one brought about by declining fortunes."

The national sales force will be controlled by general sales manager, Derek Williams, assisted by three senior sales executives. An extensive promotional campaign will be spearheaded by both television and Press advertising of all Cussons and Racasan products but concentrating on Imperial Leather soap. The administration centre for the new sales force has been located at the Cussons Kersal Vale headquarters and the Ellesmere Port premises formerly used by Racasan have been given over to production and product development.

The marketing programme for Zubes medicated confectionery during autumn and winter contains plans to regain volume brand sales and distribution especially with the retail grocery, chemist and confectionery trade, say Cussons. Earlier this year a major investment at the company's Bolton factory enabled it to modernise the production and packaging processes for Zubes in line with the latest requirements of the Medicines Act. Extensive promotional activity is also planned including trade bonusing; details from representatives.

## New look Newey

Newey Goodman Ltd, Robin Hood Lane, Hall Green, Birmingham B28 0JG, are launching a "new look" for their products. They say that they have "transformed the presentation of both the hair care and haberdashery ranges, not only in visual impact but also in gaining up to 25 per cent greater space-saving sales capacity on their display stand for shops". Apart from visual attractiveness Newey say their hair care range, designs for which were fully researched both in Britain and on the continent, is now packaged in cartons of a modular design which allows greater volume use on display stands which the company provides. The stands have also been improved in appearance. A "road show" goes on tour during September to introduce the range to the trade in a

series of previews at the company's London office, Rochester Place, Camden Road, NW1, (August 30-September 2), Post House Hotel, Pentwyn, Cardiff (September 5-6), head office showroom Birmingham (September 8-9), Kelvin Hall function suite, Glasgow (September 12-13) and Bolton Crest Motel, Manchester (September 15-16).

## Vosene offer Disney record

Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD, are running a Walt Disney promotion on Vosene shampoo. Purchasers of any size Vosene pack will be entitled to a discount on the children's LP record "Best of Disney" as well as a free Disney film poster. The record includes songs from Winnie the Pooh, Lady and the Tramp, Mary Poppins and the Aristocats and is available for £1.55 with one flashed Vosene pack.

## Ayds on radio

Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks, are running a radio advertising campaign for Ayds in September, following their use on commercial radio in selected regions during the past four months. The new campaign will break on September 12 and run for two weeks on all major commercial stations. Product manager, Damian Rush comments, "Whilst the slimming market suffered a serious set back last autumn, the sales of Ayds showed a 16 per cent increase in response to advertising. We believe that our September radio campaign will encourage an even greater number of people to slim with Ayds". The company also says that to encourage adequate stocking prior to the campaign Ayds special prices are available until September 30.

## Kodak exhibition

After a successful showing in London, the exhibition "The Silver Years"—staged by Kodak Ltd, Hemel Hempstead, Herts, in conjunction with the Press Association—is to be on view in Bath, Leeds and Newcastle. This photographic exhibition has been designed to help celebrate the Queen's Silver Jubilee and contains over one hundred colour and black and white photographs.

Although "The Silver Years" highlights some of the major events in the first 25 years of the reign of Queen Elizabeth II, the majority of photographs on display have been selected for their informality—pictures taken when Her Majesty the Queen has been present at private family gatherings or just simply "meeting people".

Dates and venues are as follows: Bath City Council, Pump Room Complex, Bath, now until September 2; Schofields Ltd, The Headrow, Leeds, October 8 to November 1; Binns Ltd, Market Street, Newcastle, November 12 to December 3. The exhibition is also on view at Woburn Abbey until September 30.

## Us new faces

An Us antiperspirant contest to find the best new "pop" group of 1977 is to run concurrently with the "biggest ever" radio

advertising campaign by Johnson Wax Ltd, Frimley Green, Camberley, Surrey. The organisers are offering £5,000, plus the possibility of a recording contract to the winners. Any group not already under contract may enter and the contest is being advertised on local radio stations until September 12 and on 800,000 point of sale leaflets which detail dates and locations of area heats and advise that a cap from an Us antiperspirant can be the entitlement to free admission. The final is to be held at Wembley where the competitors will share the bill with a top-name group. The premium offer of an Us can-shaped transistor radio can also be obtained through an application form on the leaflet.

## Tom Caxton racing

Tom Caxton home brew beer, from Reckitt & Colman food division, Carrow, Norwich NOR 75A, is to sponsor the first two mile handicap hurdle series for four year olds and upwards in which all runners in the seven qualifying rounds will be eligible to enter for the final. The qualifying rounds take place at Kempton Park (October 15), Windsor (November 5), Fakenham (November 12), Chepstow (November 12), Newcastle (November 19), Wolverhampton (November 26) and Wincanton (December 1). The final will be held at Newcastle on February 19. There is £1,000 prize money for each of the qualifying rounds and £3,000 added prize money for the final.

## Galloways-Buttercup flavours

Four flavours have been added to the range of medicated sweets (£0.21) sold under the Galloways and Buttercup brands by LR/Sanitas Ltd, Sanitas House, Stockwell Green, London SW9 9JJ. Two Buttercup flavours are cherry menthol and menthol and eucalyptus and the Galloways additions are blackcurrant and glycerine and bitter orange and honey.

*Continued on p274*





# APOCAIRE DEALS THIS SEPTEMBER


**ALLURELL**

HAIR SPRAY

135g

65p

**CLAIROL**
LOVING CARE  
HAIR COLOURANT

57p

**COLGATE**

DENTAL CREAM

EXTRA  
LARGE

38p

**COLGATE**

DENTAL CREAM

FAMILY

51p

**CURITY**

SNUGLERS

DAYTIME

£1.08

**DENCLIN**

DENTURE CLEANSER

104ml

39p

**FLASHCUBES**
PHILIPS PFC4  
ATLAS

3

79p

**GERBER**

BABY FOOD STRAINED 4½oz.

11½p

**GERBER**

BABY FOOD JUNIOR. 7½oz.

18p

**GILLETTE**

GII BLADES

4

46p

**KOTEX**

SIMPLICITY REGULAR 10

29p

**KOTEX**

SOFT'N SURE TOWELS SIZE 1 10

29p

**MAGICUBES**
PHILIPS  
ATLAS

3

95p

**PALMOLIVE**

SOAP

BATH

13½p

**RADOX**

BATH SALTS

538g

36p

**SUNSLK**

HAIR SPRAY

LARGE

41p

**SUNSLK**

SHAMPOO

LARGE

31p

**SURE**

ANTI-PERSPIRANT

LARGE

53p

## 18 ACES TO OUTBID YOUR COMPETITORS

OTHER SIZES AND VARIANTS OF SOME OF THESE PRODUCTS ARE AVAILABLE.

PLEASE CONSULT YOUR APOCAIRE DETAILER.



# Trade News

Continued from p272

## Unichem start advertising direct to the public

Unichem are advertising a promotion direct to the public for the first time in a "spot the savings" competition designed "to boost consumer sales among Britain's dwindling number of private chemists". Ford Fiesta cars are among prizes for both the competition winners and their chemists. And, as with recent Numark advertising, the restricted title "chemist" will appear in the copy used.

Announcing details of the campaign, Peter Dodd, Unichem managing director said: "It is probably the most ambitious promotion of its type to be launched in support of the independent pharmacist. The co-operation of a large number of major manufacturers has been most encouraging and reflects their confidence in the continuing strength of the Unichem marketing and distribution network."

Manufacturers taking part are Bristol-Myers, Colgate-Palmolive, Elida-Gibbs, Gillette, Johnson & Johnson, Kimberly-Clark, Lilia-White and Smith & Nephew—their leading products form the basis of a competition in which shoppers are asked to "spot the savings" between the offer and "normal" selling price. Top consumer prize is a Ford Fiesta car, plus five portable colour television sets for runners-up and 500 consolation prizes of £2 vouchers, redeemable through the chemist where the original purchase was made.

The promotion runs for the whole of October and is being advertised in *Woman's Own*, *TV Times*, *Daily Mirror* and *The Sun*. In addition, there will be back-up merchandising and point of sale material for chemists, one million entry forms and a second Ford Fiesta for the retailer who serves the winning customer.

Explaining the concept of the "spot the savings" campaign, Mr Dodd says: "Our research among chemists strongly confirms the view that the public today is seeking competitive prices for quality leading brand products. For far too long it has been considered by the public, wrongly, that the private chemist does not compete



on prices in the 'High Street'. The prices in our new promotion show that this situation no longer exists, and we are confident that the customer will respond enthusiastically. During the past months we have considered various themes but in our research among chemists and consumers, the concept of 'savings' was the most attractive by far." Chemists will still achieve a 25 per cent margin on cost.

To widen the scope of the promotion, Unichem are offering it to all customers—including non-members. "We believe it right that we should adopt this policy on this occasion. It will demonstrate in clear practical terms to all independent pharmacists in Britain the buying power of Unichem and the benefits we offer to the profession," says Mr Dodd.

### Vichy autumn plans

This autumn Vichy (UK) Ltd, 1 Hay Hill, London W1, begin the second stage of their highly successful "Three step skin care" campaign. A new Press advertisement has been created using colour for greater impact and to emphasise the distinctive Vichy bottles and packs. Colour is also an important ingredient in extending the appeal of the Vichy range to the important 18 to 28 age group and the new colour advertisement will be appearing in *Honey*, *Nineteen*, *Over 21* and *Look Now*, *Woman's Own*, *Woman's World*, *She*, *Vogue*, *Woman's Journal* and *Cosmopolitan* will complete the list. The campaign is expected to be seen by 65 per cent of women over the next four months. The "Three step skin care" television commercial will be shown in Wales and the West, and Southern Television regions, commencing on September 26 for four weeks.

Also for the first time Vichy have produced a promotion featuring trial size bottles of their eye make-up remover lotion. It is presented in a small counter merchandiser of 24 bottles, retailing at £0.39 each. The promotion will be available exclusively to chemists from October.

### Bio-facial promotion

To promote their Swiss Bio-facial treatment cream and medicated deep-cleansing lotion, Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey, are

mounting a new advertising campaign. From September through to December, Chefaro will be doubling advertising expenditure, compared with their January to June activities, and by the end of 1977 Swiss Bio-facial will have received more than £100,000 in promotional support. New advertisements will be inserted in *Jackie*, *Loving*, *Look Now*, *Love Affair*, *Nineteen*, *New Love*, *True Story*, *True Romances*, *Woman's Story*, *Over 21*, *Cosmopolitan* and *Woman's World*, in full colour, using pages and half-pages.

To re-inforce Swiss Bio-facial's portrayal of effective, "clinical" preparations, the pink logo and wording on the packaging will be replaced by strong shades of blue. Chefaro will be selling-in a new display parcel from mid-September, containing 12 treatment cream packs, 6 cleansing lotion packs, plus a display outer containing 100 trial sachets of deep-cleansing lotion (£0.05). These sachets will be free to the retailer, delivered as an ex-car bonus with the basic display parcel. A shelf organiser featuring the new slogan "Tough on spots, gentle on skin" completes the parcel, but a discount on the price of the entire package is offered if a further supply of cleansing lotion is ordered as back-up stock (details from representatives).

### Complaints about film coupons

Consumer complaints that certain retailers are not accepting Type 88 film coupons have prompted a reminder from Polaroid (UK) Ltd, Ashley Road, St Albans, Herts. They say the coupons are redeemable against any Polaroid film with no limit to the number of coupons, provided their face value does not exceed the retail price of the film, and that coupons should be accepted irrespective of any further promotion the dealer may be offering.

The company reassures dealers that all valid claims will be honoured in full and suggests all claims should be returned in the special redemption envelopes. Polaroid point out that by not accepting coupons, retailers could be committing an offence under section II (2) of the Trade Descriptions Act.

### Yardley promotion

Yardley of London Ltd, 33 Old Bond Street, London W1, plan to spend over £200,000 advertising the autumn range of colour cosmetics in an intensive television and Press campaign. £155,000 will be spent on television advertising in the London, Granada, Scotland, Grampian, Southern, Midlands, North-east and Yorkshire areas, commencing October 24 for three weeks. The Press advertisements will appear in *Woman's Own*, *Honey*, *Cosmopolitan* and *Vogue* from October to December.

### One in the eye from Quant

Mary Quant Cosmetics Ltd, distributors Smith & Nephew Cosmetics Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU, are offering a mini-size eye gloss to purchasers of black tearproof mascara (£1.20). The offer will be available from early September and there will be three shades to choose from—moody blue, soft stone and blue green.

Continued on p280

#### ENTRY FORM

|                                 | Ring the saving on the normal retail price |     |     |
|---------------------------------|--|-----|-----|
| Lilt-Lets 20's Regular          | 10p  | 11p | 9p  |
| Gillette Gil Blades             | 24p  | 19p | 21p |
| Johnson's Baby Powder           | 18p  | 19p | 16p |
| Sunilk Hairspray                | 18p  | 20p | 21p |
| Kotex Simplicity 1 10's         | 7p   | 8p  | 9p  |
| Kotex Simplicity 2 10's         | 11p  | 10p | 12p |
| Elastoplast Plasters - Large    | 8p   | 9p  | 7p  |
| Colgate Toothpaste - Large 50ml | 18p  | 15p | 17p |
| Mum Rolette                     | 12p  | 15p | 11p |

ASK YOUR CHEMIST FOR MORE OFFICIAL ENTRY FORMS.  
Complete the following sentence in not more than 12 words.

I like shopping at my local private chemist because \_\_\_\_\_



**Introducing  
the most  
exciting new  
product  
Eussons have  
launched in  
years...**



# The Super-Salesman.



**A Headstart.** Because your Cussons Super-Salesman has been trained in your retail area he will be able to use his experience to help you with your business.

**No Silver Tongue To Tarnish.** Our Super-Salesman talks plain common-sense. He won't chat up your missus, charm your assistants or blind you with sales patter. He'll tell you clearly about the best range of products there is on the market.

**The Super-Salesman Is Very Broad Shouldered.** Not for bargaining in where he's not wanted, but to help carry the customer's burden. A Super-Salesman is always ready, willing and able to help with a problem.

**An Old School Tie Would Choke Him.** A Super-Salesman doesn't need to rely on the old pal's act. He's got great products, great advertising support, great promotions and what's more he knows it. You can usually spot a Cussons Super-Salesman by his own distinctive tie.





**The Super-Salesman Is Not Afraid Of Legwork.** Nothing is too much trouble for a Cussons Super-Salesman. He's happy to help you out with advice for any query that you may have.

**This Is Not A Foot-In-The-Door Foot.** This Super-Salesman's feet are made for running around, doing everything possible to make his customer successful. Because he knows that he will only be as successful as you are.

New Cussons Super-Salesman is the result of years of painstaking research and development. He's come into existence now Cussons have amalgamated their salesforce with that of Racasan to provide a new 150 strong team to serve the whole country.

But what really makes Cussons Super-Salesman special is that from now he'll be assigned to one of three retail sectors: Grocers, Chemists, or Hardware stores, depending on his experience.

So whichever of the three sectors your business is in you'll receive a regular call from a man who knows as much about your business as you do.



The products illustrated opposite will be more than happy to tell you about the products illustrated below.







Left-hand:  
Cussons new Super-Salesman  
for Grocers.

Middle:  
Cussons new Super-Salesman  
for Hardware Stores.

Right-hand:  
Cussons new Super-Salesman  
for Chemists.

# Cussons. The Super-Salesmen.

For further details 'phone Bill Finch in the Operations Room on 061-792-611





# Trade News

Continued from p274

## Polaroid sunglass position

Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR, who will shortly be launching their 1978 collection of sunglasses which, they say, is designed to maintain their control of the market, have just had that position endorsed by figures from a June 1977 market research study. The company intends to "hold awareness levels and market leadership" with what they describe as "the largest sunglass television campaign ever seen in Britain throughout the whole summer of 1978". The research also strengthened their conviction that consumers prefer polarising lenses; asked what type of lenses their last pair of sunglasses had, 70 per cent of the survey replied polarised.

## Advertising K-Y jelly

Johnson & Johnson Ltd, Slough, Berks SL1 4EA, are launching their first national campaign for K-Y lubricating jelly. From September "educational" advertisements directed towards women will appear in the *Sunday Times* and the *Observer* newspapers as well as in leading women's magazines. The £40,000 campaign includes trade Press advertising advising chemists that they may double their sales by displaying K-Y on the family planning section of the counter. Point of sale material is available.

## Andrex puppy returns

The Andrex puppy, which achieved fame in recent television commercials is back on the screen again in a new nationwide campaign from Bowater Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1 7LR. The commercial is set in a maze in which the puppy and a small girl demonstrate, "effectively and with humour the three major qualities of the product", says the company, "softness as the girl fingers the tissue, strength when the Andrex is pulled taught against the hedge as the puppy tears round a corner, and length by the trail of Andrex that the puppy has left behind along the path of the maze".

## Fontarel for extra dry skins

Fontarel Ltd, Servier House, Horsenden Lane South, Greenford, Middlesex UB6 7PW, are aware that many ladies suffer from dry skin problems and that "without proper care dry skins become very dry skins". For this reason they are making the Roc range for "very" dry skins available in the UK from October. The range includes a lanolin cleanser (£2.20), an alcohol free tonic (£2.45) and a creme lipo hydrante (£3.10) said to have a treble action—checking loss of moisture at skin surface, keeping moisture in the skin layers and stimulating cell metabolism. There is also a cold cream surgras (£2.30) which is a superfatted cold cream for-

mulated to give protection to dry skins during the day. This range completes the existing Roc ranges, for dry skins, combination skins and oily skins.

## Telephones out of order

Paines & Byrne Ltd, Pabyrn Laboratories, Bilton Road, Greenford, Middlesex, wish to apologise for the fact that their telephone and telex have been out of order since August 16, following a major cable fault caused by floods in Perivale. It is hoped that the fault will have been repaired by the time this notice appears. All written communications will be dealt with as quickly as possible.

## PD minimum veterinary orders

Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH, say that they intend to operate a minimum order quantity for their veterinary products according to the outer size in the April price list. Prior to September 30 orders not complying with the outer may be followed by a telephone call or letter drawing attention to the minimum order quantity. After that date orders will be rounded up to the nearest outer. Winchester should be ordered in multiples of six but may be assorted products.

## Increase in generic range

Approved Prescription Services, PO box 15, Whitcliffe Road, Cleckheaton, West Yorks, have added diazepam 2mg and 5mg tablets and frusemide 40mg tablets to their range of generics. Trade prices are diazepam 2mg—100, £0.61; 1,000, £4.90; diazepam 5mg—100, £0.85; 1,000, £7.30; frusemide—500, £12.65; 1,000, £25. There is a 10 per cent discount on orders worth over £30.

## Pharmaton promotion

An autumn promotion for Pharmaton capsules has been launched by Pharmaton of Lugano. The promotion features point-of-sale material, consumer leaflets and advertising in several publications. Details of trade discounts are available from the distributors Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.

## Larger Imodium pack

Janssen Pharmaceuticals, Janssen House, Chapel Street, Marlow, Bucks are introducing a 250 pack (£20.27 trade) of Imodium capsules on September 1.

## Praxilene Snapules

From September 5 Praxilene injection from Lipha, Pyramid Works, West Drayton Middlesex, will be in Snapules which will have a white circle around the neck of the ampoule. The strength and price of the injection are unchanged.

## Oilatum change of name

Oilatum application has been renamed Oilatum cream and the pack size changed to 40g (£1.07 trade), say Stiefel Laboratories (UK) Ltd, Wellcroft Road, Slough, Berks SL1 4QA.

## Benson's price cuts

From mid-month Benson's Marketing Ltd, Benson House, Weir Road, London SW12, are operating a price-cut promotion on

Bear Brand plain knit tights (from £0.36 to £0.29 retail).

## Empress Marketing ceased

Empress Marketing has ceased trading and distribution of Poise has been transferred to Devocare Ltd, 99 Robin Hood Lane, Hall Green, Birmingham B28 0JG.

## Holiday closings

**Parke-Davis & Co**, Usk Road, Pontypool, Gwent NP4 8YH, will be closed on Monday, August 29 and Tuesday, August 30. The Carfin distribution depot will be open for those two days but will close on Monday, September 26 and Tuesday, September 27.

**Upjohn Ltd**, Fleming Way, Crawley, West Sussex RH10 2NJ, will be closed from 4 pm Friday, August 26 until start of business Tuesday, August 30. Urgent requirements can be obtained from John Bell and Croyden, 51 Wigmore Street, London W1.

# Prescription specialities

## NYSTAFORM cream

**Manufacturer** Dome Laboratories division of Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough, Berks

**Description** A light yellow cream containing nystatin 3 per cent and iodochlorhydroxyquin 1 per cent

**Indications** Skin conditions, such as nappy rash and chronic paronychia, where fungal and/or bacterial infections are present

**Contraindications, etc** As for Nystaform ointment

**Pack** 30g tubes (£1.84 trade)

**Supply restrictions** P1 TSA

**Issued** August 1977

# on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Anadin:** All areas

**Aquafresh:** All except E

**Ban:** NE

**Body Mist:** All except E

**Crest:** All except E

**Germolene:** Sc

**Head & Shoulders:** Ln, Y, WW, So, A, U, We, G, CI

**Mum Rollette:** All except E

**Norsca foam bath & antiperspirant:** Y

**Nivea:** A, Sc, G, U

**Optone:** Sc, WW, So, A, G, CI

**Sunsilk hairspray:** All areas

**Tegrin:** All except WW, We, B, U

**Vitarich:** Lc

**Wilkinson Sword blades:** All except E





## PUT US IN THE RIGHT PLACE AND GIVE US A HEAD START.

JOHNSON'S Baby Shampoo sells more than any other single variety of cosmetic shampoo.

80% of it is used by women—on themselves.

Yet many retailers still keep it in

only one place—the Baby Section.

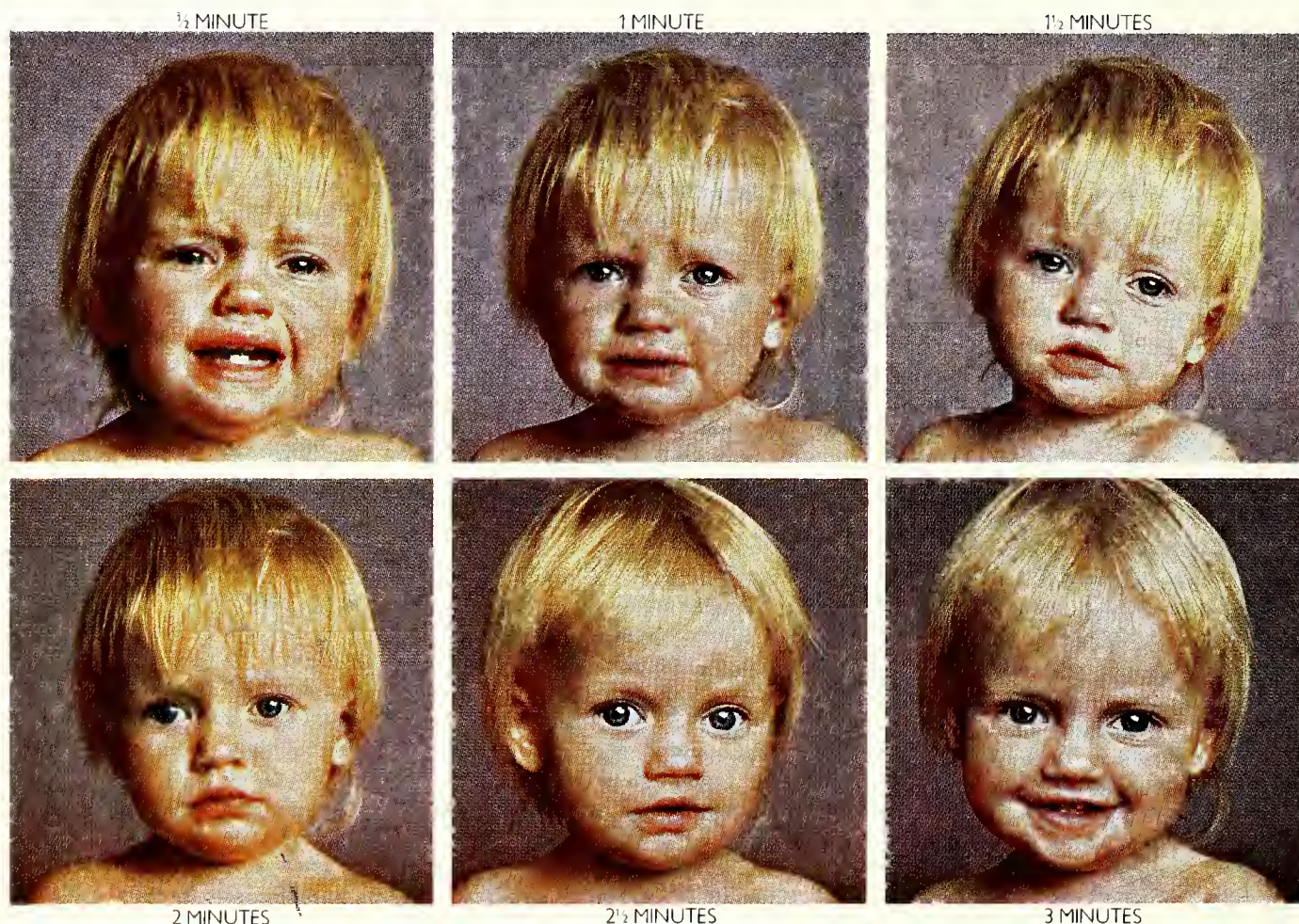
You can imagine how much faster it will sell out if you stock it in the Adult Section as well.

It can do it standing on its head.

© Johnson & Johnson  
LTD. 1977



# A Three Minute Commercial for Bonjela



Try this simple test.

Next time a patient walks in with a mouth ulcer or sore gums or a teething baby, recommend Bonjela.

And watch.

In 75% of cases Bonjela relieves pain in the mouth within 3 minutes (1).

That's why we call it the three minute smile....

And that's why more doctors, more dentists – and more pharmacists – are recommending Bonjela.

Join them. Stock and display Bonjela.

And have a few more smiling patients.

Bonjela.

**The  
3-minute  
smile**





# New products

## Dietary

### New diabetic wafer biscuit

Wander Pharmaceuticals are introducing from September 1, Diabetic Award, a new snack biscuit for diabetics (£0.09½). Diabetic Award is an individually wrapped wafer biscuit with a fructose-sweetened filling, coated with sucrose-free chocolate. There will be an offer of four free biscuits for a transfer order of 24 biscuits and one free biscuit for an order of 12 biscuits until October 21. This offer is being supported by the provision of self-adhesive shelf display cards. A half page full colour advertisement featuring the product will be appearing in *Balance*, the newspaper of the British Diabetic Association (Wander Pharmaceuticals division of Sandoz Products Ltd, PO Horsforth Box 4, Calverley Lane, Horsforth, Leeds).

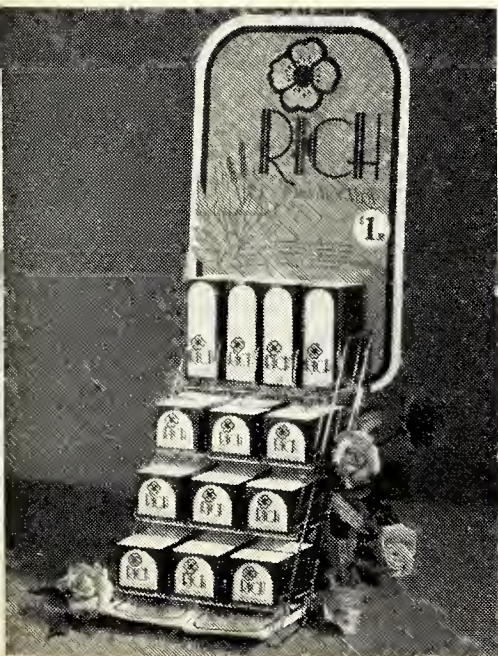
## Cosmetics and toiletries

### The Rich collection

The Rich collection of skin care products, based on the aloe vera plant, comprising a skin cleanser, day cream, night cream, skin freshener and hand and body lotion (£1.98 each) is to be promoted within the next few weeks. Advertisements are appearing initially in *Here's Health* and there is a free display stand and introductory trade discounts (Francois Rich International Ltd, Nesfield Street, Bradford, West Yorkshire).

### Mary Quant Colourshine

Colourshine (£1.10) for lips, from Mary Quant Cosmetics Ltd, is described as colour and shine in one pack and, because it contains emollients, it is also said to protect and moisturise. Colourshine has its own applicator, one edge of which is tapered to apply the colour outline and the other is blunt to fill in the colour.



It will be available for sale at the end of September in eight shades—mangoshine, berryshine, clearshine, peachshine, grape-shine, chillishine, candyshine and cherry-shine (distributors Smith & Nephew Cosmetics Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU).

## Health foods

### Bio-strath tablets

Vessen Ltd have introduced Bio-strath in tablet form. This is the first time the presentation has been extended since the original elixir was introduced to Britain over 15 years ago. The pack identifies clearly with the elixir presentation and each contains 100 tablets 0.5g (£3.58). Bio-strath tablets are to be advertised in *Here's Health* from September to Christmas and there will be football ground advertising in October and November on BBC's "Match of the day" (Vessen Ltd, Wellington Road South, Stockport).

## Sundries

### Domed sponges

A new collection of bath and beauty sponges has been introduced by the Meyer & Myer Group, in luxury and popular ranges. The luxury sponges (bath size £0.36, shower £0.27, and beauty £0.22) have a new foam texture which is denser, softer to the skin, and more absorbent, and are in colours: dark brown, deep cornflower blue, snow white, deep strawberry and avocado. The shape is a domed oval, flat on one side and with smoothly rounded edges.

In the luxury range of sponges a bactericide and fungicide is incorporated in the chemical mix from which the foam is made. The sponge does not release a disinfectant, but its germicidal content guards against harbouring germs or smelling stale (Meyer & Myer Marketing Ltd, North Street, Horsham, West Sussex).

# a lot of old soak!

When we launched Denclen our competitors scoffed at the idea of anyone brushing dentures.

What's the fastest-growing denture cleanser today? Denclen.

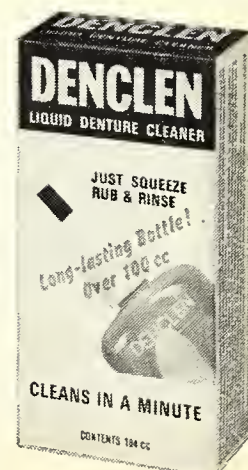
Who's running the biggest ever press campaign for a denture cleanser?

Denclen.

Which denture cleanser always gives you at least 50% "on cost"?

# DENCLEN

International Laboratories Ltd.— the chemists' friend.





# Shopfitting and equipment

## Security door locks

An electronic digital door lock (from £400 ex VAT) by ARC Europa Ltd, Shakespeare Industrial Estate, Watford, Herts, operates the door strike by a four figure code. The key panel is dished into the top of the vinyl or stainless steel surround and five two-way keys cover ten digits preventing an onlooker from guessing which number is being entered.

When the correct code is entered the door is free to open for up to 15 seconds. If an incorrect code is entered the lock may be set to ignore all entries for up to 60 seconds so that an intruder trying code after code would not know when he stumbled on the correct one and, in addition, an error alarm would operate. Where entry is made under duress, the operator could enter a special slight variation on the correct code which would allow entry but operate an alarm.

The locks need no central control unit, are self-contained and plug into a power socket. Standby re-chargeable batteries maintain operation for up to forty hours but after this the locks fail-safe in the open position.

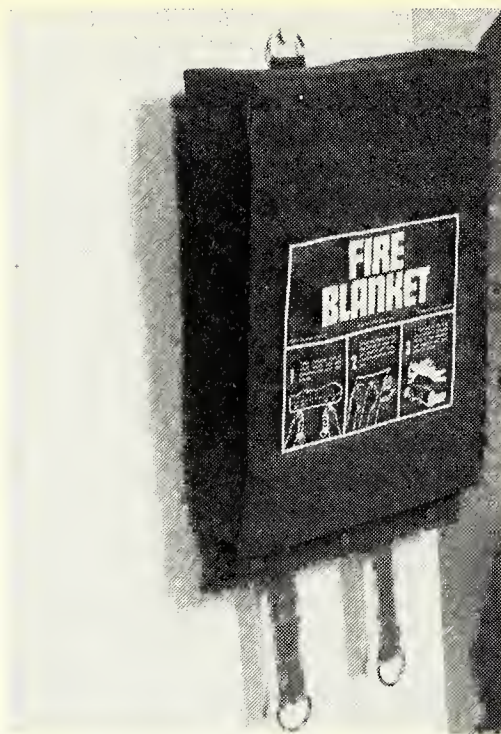
## Small filing system

The Esselte Homefile (£12.95) from Esselte Products Ltd, Telford Road, Houndmills Estate, Basingstoke, Hants, is a filing system for small offices, or home. It is made of tough, lightweight ABS plastic, in olive green, deep red, light beige and mid blue, with a smoked plastic lid. The handle incorporates a security lock. Inside, are ten Pendaflex suspension files, with labels, but it can take 35 files.

## Improved Ansafone

Ansafone, 19 Upper Brook Street, London W1Y 2HS, have introduced a new model, 800, and claim several exclusive features: Incoming calls can be monitored through the loudspeaker while being recorded; if the announcement has commenced, the

The ARC Europa Ltd digital door lock has a hidden key panel



Walpak fire blanket container

machine can disconnect when the telephone handset is lifted and a call may be received personally; the machine can fast forward and not reset itself on line until it reaches clean tape—old messages being erased only if positive action has been taken to do so; warning lights flash if the cassette is full or fails; to assist message collection by telephone the machine transmits a tone to signify there are no messages to collect; if no tone, it signifies there are messages to collect and they can be replayed several times on the same call or erased; to replay messages, it is necessary only to touch the rewind control pad. Ansafone units are available for 1, 3 or 7 year contract periods.

## Cabinet for tablet counters

A range of purpose-built cabinets for their tablet counting machines, intended to protect operators from dust ingestion, has been introduced by C. E. King Ltd, 41 London Street, Chertsey, Surrey. The cabinets are made from laminate-faced chipboard and incorporated is a filtration and extraction system capable of stopping 99.97 per cent of all particles 0.3 micron and larger, thus avoiding an auxiliary extraction source, according to the manufacturer. The unit can be dismantled for day-to-day cleaning, although it is estimated that the main filter would not require attention more than once or twice a year. The smaller cabinets for King Dispensa and TBIA models may be bench mounted and each cabinet requires a standard 13 amp socket.

## Intruder and fire alarms

A miniature microwave intruder detector (£80 ex VAT) is available from Photain Controls Ltd, Unit 18, Haugar 3, The Aerodrome, Ford, Arundel, West Sussex. The 110 x 64 x 44mm unit is claimed to protect a room up to 1,000 cu m.

Photain have also produced a self contained fire alarm system which, they claim, can be installed within a few minutes. Type MFS-77 (£48 ex VAT) measures 230 x 155 x 105mm and is suitable for wall mounting. A standby battery is supplied to maintain operation in the event of a mains failure. The unit has a break glass unit and a 95 decibel siren. When

the glass is broken the siren is energised and remains on until the unit is re-set by a keyswitch. Facilities are also provided for connection to any number of remote break glass units and heat detectors and to remote sirens.

## Containers for fire blankets

Walpaks are nylon fire blanket containers from Tutor Safety Products Ltd, Sentilok Works, Sturminster Newton, Dorset DT10 1BZ. Intended for industrial and commercial use they hold blankets of glass fabric or flame proofed wool and are available in red, green or blue, with black or white letters and diagrams. There are three sizes for blankets of 6 sq ft, 6 x 4 ft and 4 sq ft.

## Computer stock scanner

The NCR 7867, a pistol-shaped scanner (from £995) reads information printed in an Optical Character Recognition (OCR) type font as it is passed, by a sales assistant, over the merchandise tag or label. The tags may be read by eye as well as machines. NCR Ltd, 206 Marylebone Road, London NW1 6LY, say the scanner reads the data, edits it and transmits it to the NCR retail terminal to which it is attached. It is available immediately for use with NCR 280 and 250 systems, and for the future with 255 and 2151 systems. The scanning system has been tested by retailers and over 1,400 have already been installed, say NCR.

## Desk top calculators

Two desk top Panasonic calculators, JE-2601U (£67.50 ex VAT) and JE-2801P (£134.95 ex VAT), are distributed by Teletronics Ltd, 9 Connaught Street, London, W2 2AY. JE-2601U measures approximately 7 x 2½ x 7 in and weighs under 2 lbs with batteries. It includes a versatile memory, percentage key; square root key, register exchange key to permit reciprocal or fractional calculation, and three-digit comma so that hundreds, thousands and millions are distinguishable.

JE-2801P is a 12-digit model offering the option of display-only operation, or display-plus-printing operation where a hard copy is needed. Measuring approximately 10½ x 3¾ x 8¾ in, it weighs 5½ lbs. Features include two memories—independent and a grand total, percentage key, and automatic constant calculations. For the printing option the paper roll is 2¼ in wide, and the ribbon is ½ in wide.

## Loose packing material

Trial supplies of new loose-fill cushioning materials for the packaging of bottles and cartons are available from Industrial & Domestic Byproducts Ltd, Unit C, Butler's Wharf, Shad Thames, Bermondsey, London SE1. The materials are waste plastics and are currently being tested by IDB for shredding and baling after which more details should be announced.

## Cassette display units

A range of security display units for tape cassettes intended for either wall, floor or counter mounting (from £158.30 ex VAT) has been introduced by Volumatic Ltd, Taurus House, Kingfield Road, Coventry. Protectacassettes have an anti-pilferage locking system and an access method claimed to give simple extraction or replacement of a cassette without disturbing the display.



# How Barclays guarantee fast delivery of all your prescription needs.



## Barclays

BARCLAYS, 19c Orgreave Close, Sheffield S13 9NT.  
The national company with the local service.



**Quality photo products**  
**plus the new Tudormatic**  
**camera range,**  
**Tudorcolor film,**  
**and our reputation for**  
**high quality developing**  
**and printing prove**  
**without a doubt:**  
**Tudor means business.**

Now, Tudor offer more than merely the finest, fastest D & P service. We offer all the facilities, all the advantages of our new Company, Tudor Wholesale.

**Tudor's own products**

To start with, we're introducing a whole range of superlative products and accessories. Everything from Tudormatic cameras and flash guns to frames, from cassette tapes to binoculars. Everyone a quality item. Everyone available at competitive terms, allowing you big discounts on really keen prices, orders large or small.

**And other peoples**

Tudor wholesale also supply, of course, a vast selection of important leading brand products at equally favourable prices.

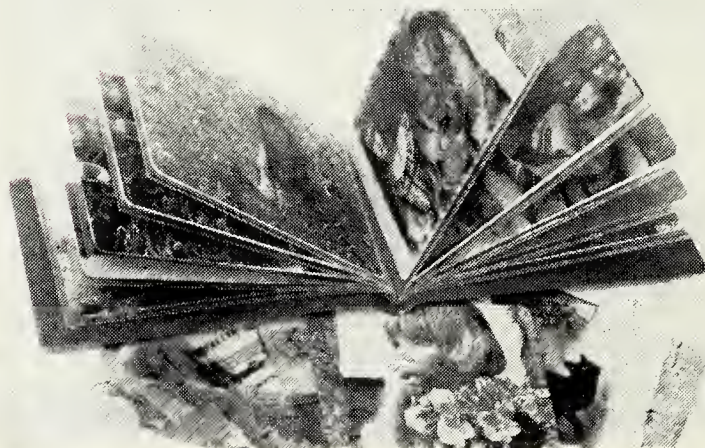
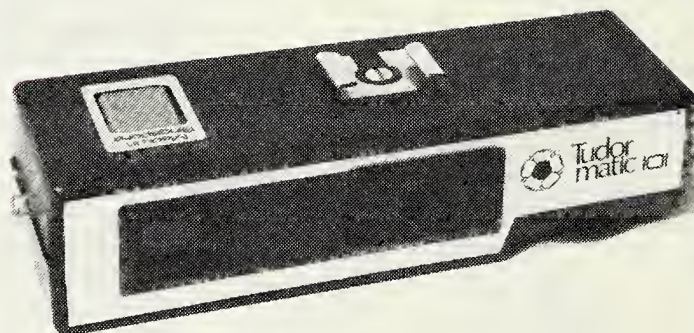
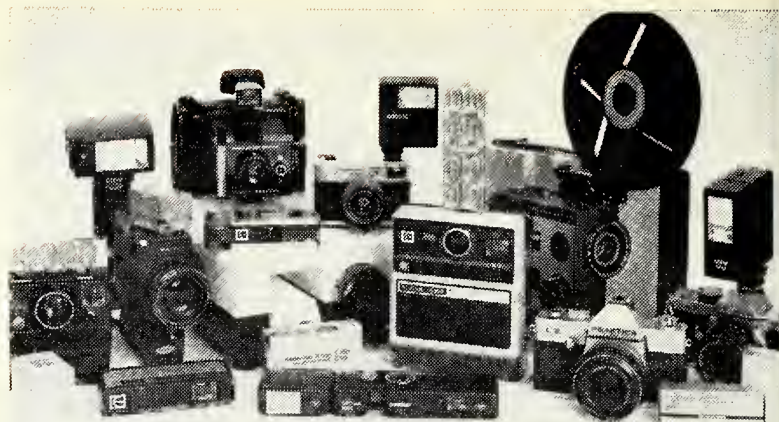
**Tudor Service**

The wholesale service ties in very neatly with the existing Tudor delivery service, of course. In most cases with a van calling every 24 hours on the D & P side, delivery of any product you order can normally be fulfilled in less than a day.

**Tudor Publicity**

The major Tudor products... Tudormatic cameras and Tudorcolor films, will feature in a national advertising campaign in major media. In addition, there will be the opportunity for your name to be featured in a series of hard hitting press advertisements.

To find out more about the full range of the Tudor service, complete the coupon and send it to John Halliwell, Marketing Manager.



- ☐ Please send me full information on Tudor Services.  
☐ Please arrange for your representative to call.

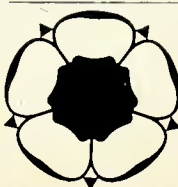
CD 5

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_



**Tudor**  
**WHOLESALE LTD.**  
 93 Nottingham Road,  
 Eastwood, Notts.



# Kodak 'instant' camera for under £27

On September 12, Kodak are introducing to the UK market an inexpensive, easy-to-use, "instant" camera with a suggested retail price of only £26.12 including VAT. The new model, the EK2, would make an ideal family gift, the company suggests.

The aim-and-shoot camera requires no user settings. It features a two-element, 100mm, f/12.7 coated plastic duplet lens—the focal length provides a slightly wider field of view than the Kodak EK4 and EK6 instant cameras. Pictures are sharp from 4ft to infinity and an electronic silicon cell exposure control sets the shutter speed from 1/300 to 1/5 second at f/18 depending upon daylight conditions. A red low-light signal appears in the bright, projected frame viewfinder when flash is required.

For flash pictures an 8-bulb flash array is inserted, changing the lens aperture to f/12.7. The photosensor varies the shutter speed for pictures in the four-to-eight-foot range. The flash will not fire when the film pack safety cover is in place or when the camera or film pack is empty.

The EK2 takes a ten-exposure pack of Kodak instant print film PR-10—the self-processing colour film designed for use in all Kodak instant cameras. A hinged door in the camera back allows convenient drop-in film pack loading. Orange stripes on the film pack and on the camera help the user to load the camera quickly.

## Eight minutes development

After each exposure, the film is advanced manually using a fold-out winder and after approximately four revolutions a Satinluxe finish print emerges from a slot on the top of the camera. Development takes about eight minutes.

Other features include LED battery check (size J), mechanical exposure counter indicates the number of the picture ready to be exposed and additionally indicates by symbols when the film pack is empty, when a safety cover is in place or appears blank when the camera is empty. The camera has a lighten/darken control which permits manual override of the exposure system up to plus or minus one f/stop.

The EK2 has a three-year warranty, is made of moulded high-impact plastic with metal trim. The straight-through light path does not require a mirror to reverse the image. The integral handle is most convenient for carrying and provides a steady grip for picture-taking.

Kodak Ltd, PO box 66, Station Road, Hemel Hempstead, Herts HP1 1JU, are offering a number of dealer promotions in association with the launch—pack one, for example, with an order for any three

Miss Carol Berry, MPS, Epsom, Surrey, being presented with a £100 cheque by Mr Paul Whitlam, London south district sales manager, International Chemical Co Ltd. Also shown is Mr Barry Emms, representative. Miss Berry won first prize in a "Count down to Codanin" competition



Kodak instant cameras and one case, gives free one PR10 film, a flipflash, 10 print wallets and EK2 display material (orders for delivery September 12-16).

Advertising will be appearing in colour in *Daily Mail*, *Daily Express*, *Radio Times*, *TV Times* and *Weekend*, and in black-and-white in *The Sun* and *Daily Mirror*.

Kodak instant print films will be available from September 12 in twin pack, the price of which (£9.10) represents a saving of £0.50 compared with buying two single films. Single films will still be available.

## Photographic courses in central London

A series of short courses in photography, from October to December is to be held by the Polytechnic of Central London. Subjects are: Introduction to applied photography; introduction to applied photography workshop; basic colour printing, workshop course; introduction to photography; introduction to photography workshop; basic studio photography, workshop course. Further courses are to be held in the spring and summer. Details from Netta Swallow, Short Course Unit, Polytechnic of Central London, 309 Regent Street, London W1.

## Equal pay dispute

Following a complaint that their pay scales discriminated against women, Elida Gibbs Ltd approached the Central Arbitration Committee for guidance under the Equal Pay Act.

The Union of Shop, Distributive and Allied Workers, recognised by Elida Gibbs for negotiation purposes, complained that the basic starting rates of pay discriminated against women because they were recruited into a lower group than were men. Although within 6 months, women progressed to higher groups, the men rose to a higher group still. The company agreed that the scale was discriminatory and were willing to install changes but the precise method of change could not be agreed between union and employer. The union wanted a unisex starting grade and upgrading of women, but the company felt that distortion of differentials would result thereby rendering the present

job evaluation scheme ineffective. It suggested a slightly lower unisex starting grade than the union and upgrading of women on lower scales to that level.

The committee agreed that the union's proposals would upset differentials and suggested a simple interim amendment to upgrade certain groups of women by three groups until a fundamental job evaluation review could be effected (Award 91, HM Stationery Office, £0.25).

## European Commission urges joint research

Proposals for a new structure of co-operation and a number of major areas for collaborative research have been put forward by the European Communities Commission in a document (COM (77) 283) entitled "Common policy in the field of science and technology". Concern is expressed at the reduction or stagnation of research and development expenditure in member states, the research commitments of all three major research-orientated countries (France, Germany and the UK) having fallen since 1973.

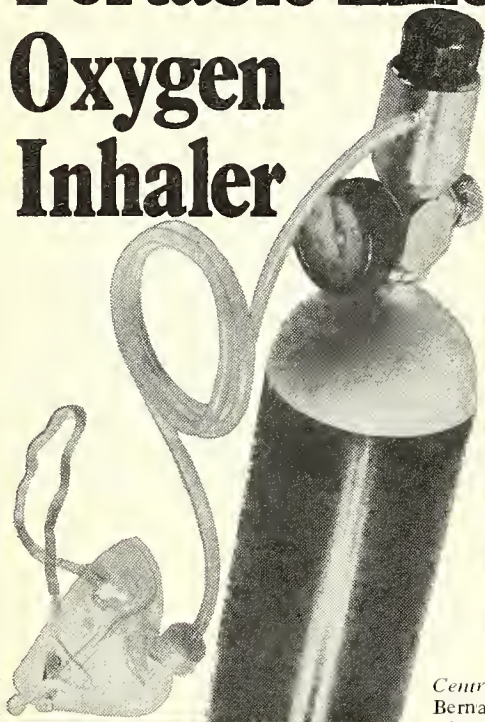
Among the proposals are an expansion of co-operative research in medicine, especially into three areas so far neglected in common policy: the registration and analysis of congenital abnormalities, the study of cellular ageing and the physiological processes accompanying the decreasing ability of organs with age, and the development of new types of heart-lung machines.

## NCR study tour to US

NCR Ltd are organising a study tour to the United States from October 9-20. Part of the tour will be a two-day seminar areas of retailing. The seminar will also cover various aspects and trends in all cover cash and credit control, electronic funds transfer systems and controlling pilfering. The remainder of the tour will be spent visiting a variety of department stores, shopping centres, boutiques and supermarkets in Miami, Atlanta and Dayton. The cost including air fare, seminar, transfers and first class hotel accommodation is £798. Further information can be obtained from Mr M. Croneen, NCR Ltd, 206 Marylebone Road, London.



# Portable Emergency Oxygen Inhaler



## TYPE AAV 230

- Emergency Oxygen Inhaler for use by Doctors, Industrial Nurses, Ambulance Staff, Midwives, and self administering patients.
- Complete in its own carrying case, with Cylinder, Valve, Tubing and Mask.
- Lightweight approximately 6 lbs.
- Compact approximately 18½ x 3½ in.
- The Cylinder has a capacity of 230 litres of oxygen.
- A recharging adaptor is available which requires no tools.
- Alternative models giving up to 5 variable flows are available.
- Ex Stock delivery on small quantities.

Central London Stockist:  
Bernard G. Sinclair, M.P.S.,  
47a South Audley Street,  
Grosvenor Square,  
Mayfair, London W1Y 5DG  
01-493 6133 01-493 0033.

For immediate information  
please contact:

## AIR APPARATUS & VALVE LTD.

Oakfield Works, Branksome Hill Road, College Town  
Camberley, Surrey. Tel: Camberley 35073 or 35486

# EX-LAX

The world's largest selling  
laxative



independent research  
figures confirm this brand's  
continuing dominance

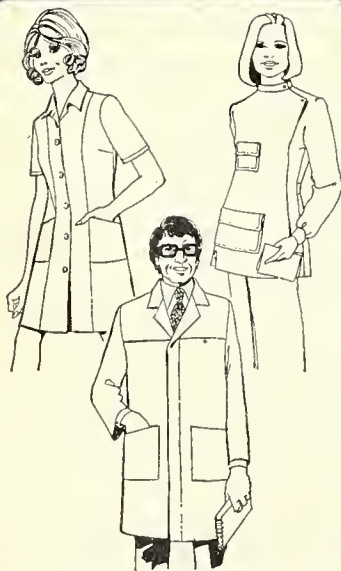
During 1977 advertising will be much  
more than any competitive spending in 1976  
and will increase sales yet again!

Don't be without stock of Ex-Lax chocolate (6, 18 or 36 tablets)  
Ex-Lax pills (18 or 42) or Junior Ex-Lax (9 chocolate tablets)

Order from your wholesaler or direct from Ex-Lax Limited, Fishponds Road,  
Wokingham, Berks.

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# Letters

## Rejection from Coventry

I was asked by Coventry Local Pharmaceutical Committee to conduct a quick and impromptu survey on what individual contractors felt about the offer made to the Pharmaceutical Services Negotiating Committee by Mr Ennals. Obviously with some contractors on holiday and the managers of multiples not wishing to make statements on behalf of their employers we were not, in the time available, going to obtain a complete picture. We did, however, receive opinions from approximately 50 per cent of the contractors in the city.

Those opinions received were unanimous in rejecting the offer. This fact, coupled with a meeting of contractors to be held in September, should enable our representatives to go to the PSNC conference in October in full knowledge of what the consensus of opinion among their members is. We feel that this is the sort of approach, in the absence of time to conduct a national referendum on the issue, that LPCs up and down the country should be pursuing to ascertain how everybody wishes to act on this offer.

**Richard W. Poynter**  
Coventry

## No excuse for acceptance

From my talks with a number of contractors recently, there still appears to be considerable confusion regarding the new offer. I would therefore like to clarify it, as follows:

1. Department of Health "claws back" from the contractors' Balance Sheet £11 million.

2. Contractors to redistribute to smaller contractors from remaining Balance Sheet monies £2m, therefore total monies provided by contractors is £13m.

3. Dependent on (2) the Department will return £3m of "seized" monies from contractors in 1977; therefore net "clawback" by Department is £10m. In 1978, if needed the Department will return a further £2m of money "seized" in 1977 to the Balance Sheet.

Conclusions: no new money is being introduced by the Department. Contractors will suffer a "net loss" in 1977 of £10m if this "offer" is accepted. In 1978, the further £2m, promised by the Department will not be necessary due to the fact that the ever increasing prescription numbers per pharmacy together with the ever rising net ingredient costs of drugs dispensed, will result in the Balance Sheet showing yet another overpayment position of chemist contractors, and we will be lucky not to have further cuts in our remuneration.

The removal of the £11m from the Balance Sheet this year will also precipitate an overpayment position next year.

The differential on-cost proposed in the offer is insufficient to maintain the 75 per cent of contractors, without a massive increase in funds made available in the Balance Sheet by the Department by returning the £11m back to the Balance Sheet, and by additionally making new money available.

The offer will do nothing to achieve either of the two objectives set out upon originally by the PSNC, namely—to reverse the £11m "cut" in contractors' remuneration; to secure a return on investment which will enable contractors to maintain both an adequate service to the public, and a reasonable livelihood for their dependents, to whom they also have obligations.

These few poisoned crumbs thrown out by the Department may momentarily satisfy our cravings, but will effectively destroy the independent contractor service, unless they are firmly and positively rejected.

There is no excuse for our negotiators to ever consider acceptance of such a derisory offer. Contractors have never been so firmly behind the PSNC, or so united in strength; if the PSNC fails to give the strength of leadership required by its membership, in fighting now for a realistic return for contractors, the results will be disastrous for all concerned.

**Stanley Blum**  
London W11

## PSNC's original claim

To make any sense chronologically or logically, this must be a story of two parts, the first without Mr Ennals, the follow-up with him in the leading role.

In March 1976, the Pharmaceutical Services Negotiating Committee with all its experience, unilaterally and voluntarily claimed that the existing profit on NHS dispensing was totally inadequate. This was 16 per cent on the capital employed, which included a stock-holding based on 11 week's supply. This figure of 11 weeks, I believe was originally obtained from a "negotiated assumption".

Their claim was to increase this rate to 26 per cent, still based on 11 weeks stock requirement. At that time Bob Worby was not chairman, but a member of the PSNC.

Delegates at the 1976 conference of Local Pharmaceutical Committees, feeling this claim was completely justified and confident that the PSNC seriously meant business, agreed to a certain amount (that and no more) of differential on-cost as being morally correct. Any further balance required must come from "new money" from the Department of Health.

How then can the PSNC now recommend acceptance of 16 per cent on capital employed especially since the latter has been shrunk by being based only on a seven week's stockholding?

All they ask is more time. They already have had approximately one and a half years, ie approximately 300 closures later. Time and money are two things of which all general practice pharmacists are very short. The PSNC should work to the same conditions as other working pharmacists—a limited amount of time for any job.

As regards Mr Ennals' divisive and derisory proposals, discussion must not

be allowed to cloud the original claim. Personally I would have thought they merely required rejection. However they do raise some rather interesting and pertinent questions which require specific answers.

I would like to elaborate on these on a future occasion, meanwhile giving Mr Ennals and friends time to re-read Nye Bevan's book "In place of fear" before they wittingly or unwittingly lose the co-operation of GP pharmacists and destroy once and forever a pharmaceutical service which, although not perfect, can be improved only by co-operation—not by intimidation or imposition.

**George Baxter**  
London E13

## Regrettable decision

As outsiders, but with an interest in pharmacy as stocktakers, we have been following with concern and no little astonishment the developments resulting from the Pharmaceutical Services Negotiating Committee's claim.

The recommendation of the PSNC to accept the woolly argument submitted on behalf of the Government by the Minister of State for Health, is in our opinion regrettable and we hope that Local Pharmaceutical Committees will follow the example of the Warwickshire LPC in unanimously opposing acceptance of the offer.

Pharmacists subsidise their professional income through having a second "job", namely that of retailer. But what other sections of the community are required to maintain secondary jobs in order to subsidise their income from the Government or other employers?

Surely pharmacists should receive a fair remuneration for their work as "pharmacists" regardless of any other income which may or may not be derived (and which is in any event largely dependent on their individual skills in a field for which they have had no training—retail). Therefore any claims should surely be to ensure an adequate basic income for dispensing pharmacists and we cannot see how the offer currently on the table from the NHS adequately covers this.

Take the case of a fairly average pharmacy dispensing 1,500 items per month on which the chemist's gross profit will be 21.9 per cent. This is likely to provide the pharmacist with a gross profit of £6,000 per annum. This might be acceptable if he were a witchdoctor dispensing herbs from an open field. Realistically, however, he is a qualified person who has to rent, heat, light and maintain premises in which to carry out his dispensing duties. In addition he must stock several thousand pounds worth of medicines, and, since the law does not allow him to be born with a silver spoon in his mouth the money to purchase this stock has to be borrowed at interest rates varying from 12 per cent to 20 per cent. After deducting all these costs the pharmacist would be lucky to receive anything approaching a net £4,000 annual salary for dispensing medicines.

We cannot honestly believe that those representing pharmacists suggest acceptance of a remuneration hardly in excess of that which one would pay a competent

*Continued on p290*



# Letters

Continued from p289

shorthand typist and well below the level of those in most nationalised industries.

We accept that pharmacy is a gentlemanly profession and not given to raising its voice in defence of its rights. Its tacit acceptance of supermarket competition and poor pay are sure evidence of this. Perhaps, however, those negotiating on behalf of pharmacists could spare a thought for the many we know who live in modest accommodation above their shops and have been unable to afford a vacation for several years. We doubt very much that the palliative suggested by the Department of Health will do much to alleviate their burden. We certainly cannot see why larger chemists should agree to a form of double taxation whereby they are called upon to make a redistribution of wealth in addition to that which they already make through normal methods of taxation.

John Goldman  
Victoria Valuers Ltd  
London W1

## Unity must not be lost

The announcement by the Pharmaceutical Services Negotiating Committee that in its opinion Mr Ennals' offer should be accepted has staggered, even shattered, a great many pharmacists and Comment (last week, p235) sums up their feelings extremely well.

Explanations certainly *are* needed without delay and it is essential that the PSNC explains its own reasoning long before October 2 in order to ensure that the representatives of Local Pharmaceutical Committees will have every opportunity to clarify their minds regarding the main issues raised by the July offer, well before they set off for Lambeth High Street.

Even with the present divisive offer before us there is a feeling of unity among general practice pharmacists that must not be allowed to disperse. At the conference we (ie all GP pharmacists together with the PSNC) should demonstrate this unity by showing the Department of Health and the Government as a whole that we are able to think carefully, coherently and with one mind on everything appertaining to the provision of a comprehensive pharmaceutical service in both the short and long term.

The PSNC having said "Yes" makes it extremely difficult to maintain pressure on MPs and the Government. Somehow the initiative must be regained. The various points in the PSNC's commentary on Mr Moyle's brief to MPs, particularly the "below the minimum" profit level and the reimbursement of only 18 per cent of property costs, must be got across in a renewed campaign.

In Mr Moyle's brief, great play is made

of increases in remuneration in 1975 and 1976. Would not an analysis of increases year by year (say from 1970 or earlier) show that we had not kept up with the national increase in salaries and wages?

Also, the long term problem of financing NHS dispensing needs to be expounded and elaborated so that we can all understand it easily and explain it to everyone concerned.

In the run up to the conference it is imperative that the PSNC should demonstrate its belief in the arguments that it advanced prior to July and explain the continuity of its thought in recommending acceptance of the offer. It does seem very doubtful that this offer guarantees "the continued provision of an adequate pharmaceutical service" (letter to contractors May 13).

D. C. Evans  
London E15

## Pharmacy planning inquiry

We should be grateful if you would allow us to refer to your excellent Comment (*C&D*, August 13, p207) concerning a planned pharmaceutical service and specifically on the hearing of the appeal against a planning decision not to permit the conversion of premises to a dispensary near the health centre at Bridlington. As your report of the inquiry (*C&D*, July 2, p5) made clear, we were involved in research into the problem and in presentation at the hearing of our findings.

The decision by the inspector of the Department of the Environment was to refuse the appeal which, if it had been allowed, would have permitted an "outside" multiple to operate a pharmacy in a virtual monopoly situation concerning the health centre prescriptions.

Whilst the dismissal was based essentially on classic planning issues—in this case traffic flow and shopping area development—the inspector made it clear that he would have been influenced by any effect detrimental to the provision of an adequate pharmaceutical service for the community as a whole. This pronouncement is extremely important and supports that in a decision given by a different inspector at a previous inquiry.

The lesson to be learned for pharmacy is clear enough. The importance of maintenance of an appropriate pharmaceutical service for as large a proportion of the community as possible is now recognised as being part of a planning decision. Each application however has to be regarded as unique. Whilst it might be possible to establish broad guidelines for a planned service, there is absolutely no doubt that the circumstances specific to the individual case will predominate in the final decision. Detailed individual and preferably independent evaluation of each case is required. A planned service utilising solely current local authority planning procedures *per se* is a non-starter.

At Bridlington, the issues both for and against the convenience or need for a pharmaceutical service consequent upon the appeal being upheld or rejected were openly, keenly and honestly debated. The value of the independent research into the geographical and socio-economic implications was evident.

There is one further point of impor-

tance relevant specifically to the Bridlington case. It cannot be assumed that the decision of the inspector would have been the same if the arguments indicative of the ill-effects of the disturbance of the current distribution of pharmaceutical service had not been brought. In other words, the arguments of those wishing to establish the pharmacy might well have been successful if they had not been countered by independent opposing debate. Without the latter, the argument that the pharmacy would improve the pharmaceutical service might well have overridden the other planning considerations in the mind of the inspector, and the appeal allowed.

T. G. Booth  
I. F. Jones  
Pharmacy Practice Research Unit  
University of Bradford

## Student exchange scheme

Through the International Pharmacy Student Federation (IPSF) student exchange programme, students or recent graduates may work and observe in foreign pharmacies for short periods (usually one to three months).

Places are available mainly in retail and hospital, although some countries offer host places in industry or universities. The student is given accommodation and a little pocket money but arranges and pays for his own travel and insurance.

The scheme is an important activity in view of the objects of the Federation, namely: "to study and promote interests of pharmaceutical students and to encourage international co-operation."

The scheme depends entirely on my ability to find pharmacists who are willing to host a foreign student. If anyone is interested in meeting a young person from abroad and helping him gain an insight into pharmacy in Britain, please do not hesitate to write to me for further information.

Diane Southwell  
IPSF Liaison Secretary  
8 Brougham Street  
Boothtown  
Halifax, Yorks.

## Celtic pharmacists—more conference details

Mr Mervyn Madge, secretary of the Plymouth Branch of the Pharmaceutical Society, has now provided further details of the conference of Celtic pharmacists.

The ferry sails from Millbay Docks, Plymouth at 11am, Friday, October 7, arriving Roscoff 6.55 pm, where the party will be met by their French hosts. Mr Madge will be at the Plymouth docks to meet and help arriving pharmacists. The return ferry leaves Roscoff 11 pm on Monday, October 10, arriving 7 am.

The official programme has not yet arrived but there will probably be visits to the Finisterre area, Vannes Bay area and the French Homoeopathic Pharmacists Exhibition. Mr Madge stresses that as this is to be the first time a meeting of this kind has been arranged in France there may be "snags" and he asks for visitors' patience. Further details may be obtained from Mr A. G. M. Madge, 1 Saltburn Road, St. Budeaux, Plymouth.



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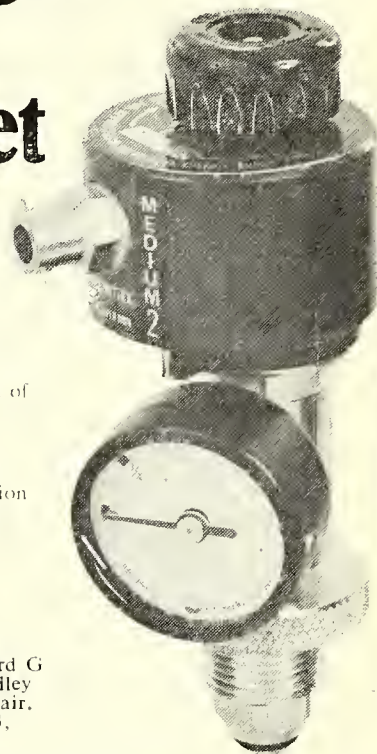
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## More Counter-inflation Orders come into force

A series of Orders and Regulations concerning the Counter-inflation and Price Commission Acts came into force on August 1. The Prices and Charges (Adaptation of the Counter-inflation Act 1973) Regulations 1977 (SI No 1220, £0.15) modifies certain provisions of the Counter-inflation Act 1973. The Prices and Charges (Definitions) Regulations 1977 (SI No 1221, £0.15) prescribes how prices and margin increases may be determined. The Price and Charges (Notices and Orders) Regulations 1977 (SI No 1222, £0.15) prescribes the manner in which notices are to be given. The Counter-inflation (Validity of Transactions) Order 1977 (SI No 1225, £0.10) prescribes the degree of validity of transactions made illegal. The Prices and Charges (Notification of Increases and Information) Order 1977 (SI No 1281, £0.60) consolidates, with amendments, previous orders. The Prices and Charges (Safeguard for basic profits) Regulations 1977 (SI No 1282, £0.35) provide safeguards for profits of enterprises whose price increase proposals are under investigation. The Price Investigation and Examination (Exceptions) Order 1977 (SI No 1285, £0.25) specifies prices to which an investigation may not relate.

Two Regulations came into force on August 22. The Prices and Charges (Designated Officers) Order 1977 (SI No 1223, £0.10) designates the officers of enforcement. The Prices and Charges (Recommended Resale Prices) (Enforcement)

Regulations 1977 (SI No 1224, £0.10) adapts the Schedule to the Prices Act 1974 for the purpose of enforcement of orders relating to prices. All from HMSO.

## Reporting of accidents

The Health and Safety Commission has published a further consultative document on the notification of accidents and dangerous occurrences (HMSO, £0.50).

The current proposals differ from those in a consultative document published in July 1975 in that the responsibilities of the employer with regard to notification of "over-three-day" accidents have been more clearly defined; it clarifies the notification of accidents to the public and to the self-employed when working under the control of another person; it distinguishes between accidents and dangerous occurrences which would be immediately notifiable and the over-three-day accidents; and it includes some suggested items for inclusion in a list of dangerous occurrences, such as incidents where electrical faults caused fires or explosions.

## Pesticide names

The following names for pesticides have been provisionally adopted and approved for eventual inclusion in British Standard 1831, but will not be included in a supplement until final international adoption. Bromadiolone 3-[3-(4'-bromobiphenyl-4-yl)-3-hydroxy-1-phenylpropyl] - 4 - hydroxy-coumarin; cypermethrin, (+)-at-cyano-3-phenoxybenzyl (+)-cis, trans-3-(2, 2-dichlorovinyl)-2, 2-dimethylcyclopropane=

carboxylate; ethidimuron, 1-(5-ethylsulphonyl-1, 3, 4-thiadiazole-2-yl)-1, 3-dimethylurea; fenteracol 2-(2, 4, 5-trichloro=phenoxy)ethanol; fentriphanil, 2'-chloro-2, 4-dinitro-5', 6-di(trifluoromethyl)=diphenylamine; fenvalerate,  $\alpha$ -cyano-3-phenoxybenzyl 2-(4-chlorophenyl)-3-methylbutyrate; fluothuron 3-(3-chloro-4-chlorodifluoro=methylthiophenyl)-1, 1-dimethylurea; nitrilacarb, 4, 4-dimethyl-5-(methyl = carbamoyloxyimino) = pentanenitrile; sulprofos, 0-ethyl 0-4-methylthio=phenyl S-propyl phosphorodithioate; trifop-methyl, ( $\pm$ ) methyl 2-[4-( $\alpha$ ,  $\alpha$ ,  $\alpha$ -trifluoro-p-tolyloxy)=phenoxy] propionate.

The following draft common names are being circulated for preliminary inquiry with a view to eventual adoption. The opportunity is being taken to ascertain whether they would be acceptable as British Standard common names, so that they may be published as such as soon as it is known that they are likely to be accepted within the International Standards Organisation. Comments to Mr M. J. Pater, BSI, 2 Park Street, London W1 before August 31.

Methalpropalin,  $\alpha$ , $\alpha$ , $\alpha$ -trifluoro-N-methylallyl-2,6-dinitro-N-propyl-p-toluidine; procymidone or procymidor, N-(3,5-dichlorophenyl)-1,2-dimethylcyclopropane- dicarboxamide.

Comments on the following should reach Mr Pater by September 30: penfenate 2, 2, 2-trichloro-1-(3, 4-dichlorophenyl)ethyl acetate (acetofenate was originally proposed but was unacceptable); pretalachlor  $\alpha$ -chloro-2',6'-diethyl-N-(2-propoxyethyl)=acetanilide; xymiazole N-(3-methyl-4-thiazolin-2,4-xylylidine.



# Company News

## Beecham permitted to relax dividend restraint

Beecham Group have received Treasury permission to raise the dividend for the year to March 31, 1978, by about 200 per cent over the previous year to 28p per share gross. Normally exemption from dividend control is granted only to companies obtaining 90 per cent of their earnings abroad.

Permission for Beecham is subject to the completion of the issue of \$30m of convertible guaranteed bonds 1992 through the Dutch subsidiary Beecham Financiering BV. Annual coupon, issue price and conversion premium will be fixed in the light of market conditions at the time of offer. The proceeds from the bonds will be used to refinance part of the acquisition of the Calgon consumer products business in the USA from Merck & Co Inc (C&D, March 5, p309).

## Albright & Wilson first half sales up 22 per cent

Albright & Wilson report that their pre-tax profit for the first six months of 1977 was £16.1m compared with £14m in the corresponding period of 1976. Sales for the half year at £165m were 22 per cent above 1976. About half the increase was due to growth in volume, with exports particularly strong.

In the UK the flavours, fragrances and perfumery chemicals businesses produced substantially higher profits, with strong demand in both home and export markets. Phosphates sales grew, but profit suffered from an industrial dispute at Whitehaven, and showed little change from the first half of 1976. The detergents business was disappointing, with margins under pressure from competition and from higher costs. Organic chemicals performed well, but the fertiliser business remained unsatisfactory.

The company anticipates that the profit in the second half year will be similar to the first half, though its achievement will be dependent upon the avoidance of major industrial unrest in the country.

## Makro Wholesalers plan new centre in Scotland

Makro Self Service Wholesalers Ltd have started to build their seventh UK centre at Hillington Industrial Estate, Renfrew, Glasgow. It will be a one-storey 130,000 sq ft building, the largest yet built in Scotland, and will be completed by June 1978.

This development is the company's first in Scotland and will provide West of Scotland traders with modern wholesale facilities, comparable with the rest of the UK and other European countries. Clients will be provided with full computer ser-

vices on invoices and stock control, a fortnightly promotional newsheet mailed to all customers (Makro Mail), and an extensive range of food and non-food products including Makro's own label "Aro". The company's UK sales in 1976 were £117m, about 8 per cent of the total UK wholesale cash-and-carry sales.

## Recovery by Unilever in second quarter

The decline in profit of the Unilever Group in the first quarter of 1977 was halted in the second quarter, the pre-tax profit being £172.8m, 7 per cent above the figure for the second quarter of 1976. The total profit for the first and second quarters combined was £302m, an increase of 2 per cent over last year.

Combined sales of Unilever Ltd and Unilever NV amounted to £2,461m in the second quarter (£2,157m in 1976) and £4,812m in the first half (£4,243m). The company states that consumer demand in Europe was sluggish and margins remained unsatisfactory.

## Jeyes to invest £1 million

Jeyes Ltd, founded in September 1877, is scheduled to invest a total of £1m this year, further to modernise plant and equipment and improve working conditions at the factories at Thetford and East Kilbride. £100,000 has already been invested in an inflatable warehouse and more than £50,000 in a new bleach filling line for Parozone and Brobat.

£47,000 has been earmarked for a new toilet roll plant and £50,000 for a PVC filling line, and more than £88,000 is being invested in a new effluent plant.

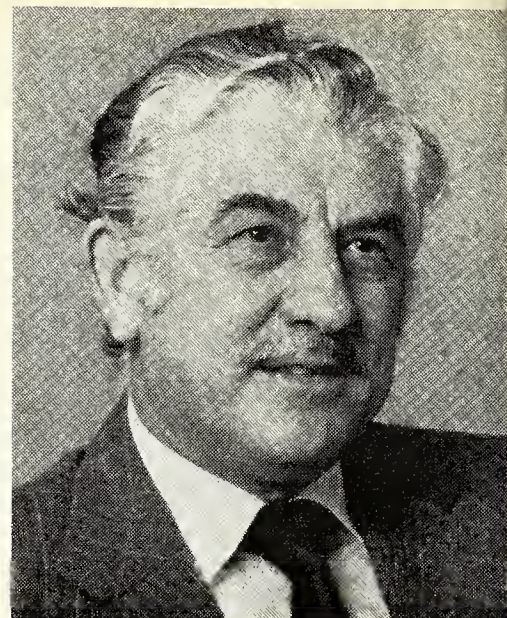
## United Glass improvement

In the annual report of Distillers Co Ltd for the year to March 31, the chairman states that the pre-tax profit of the associated company United Glass Ltd was £6.6m in its 50-week accounting period. This was an increase of 27 per cent over the corresponding period a year ago.

Sales of UG products were relatively weak in the early months of the year and during the hot summer the glass container division was unable to satisfy the demand fully. Progress at the new Alloa plant was slow, but production improved later in the year and there was a substantial overall improvement in sales.

## Briefly

Mr A. H. Hobbs, MPS, has closed down his business at 4 Cleveland Place E, Bath.



Mr D. L. Pearson, Macfarlan Smith Ltd

## Appointments

**Meyer & Myer Group:** Mr Mark Empson has joined the company as an additional transfer order salesman. He was previously in retail store management.

**Johnsen & Jorgensen (Plastics) Ltd:** Mr Greg Dyson has been appointed home sales manager; he was formerly field sales manager with Telcon Plastics Ltd. Mr Mike Tomkins, senior sales executive, has been promoted to export sales manager.

**Savilles Hydrological Corporation Ltd:** Mr Tom Davies has been appointed group development manager with responsibility for introducing the company's cleansing and sanitising chemicals to the pharmaceutical, food, and allied industries.

**Macfarlan Smith Ltd:** Mr D. L. Pearson has been appointed home sales manager and Mr J. D. Paterson export sales manager. Mr Pearson was formerly with Glaxo Laboratories Ltd, Greenford, and more recently Evans Medical Ltd, Speke. Mr Paterson joined Macfarlan Smith earlier this year from Munrospun Ltd, where he was export director.

**Kimberly-Clark Ltd:** Mr Ron Huggins has been appointed product manager for Kotex Simplicity and Sylphs, in succession to Linda Gemmell who is moving to the facial tissue group and will be responsible for Kleenex regular tissues, Kleenex Boutique and Delsey facial tissues. Mr Huggins joined Boots Co Ltd as a product manager in 1972, and became merchandise manager for home care products.

**Bowater-Scott Corporation Ltd:** Mr Geoff Hall (previously regional sales manager, north-west) has taken over the new position of national accounts manager (north) with responsibility for the north of England and Scotland. Another new position, special accounts manager, has been filled by Mr Ted Tregellis, previously regional sales manager, north-east. Both will operate from the Oldham office. Mr Keith Curtis has been appointed regional sales manager for the north-west and north-east, and is succeeded as manager of the midlands region by Mr Keith Blamires, who was previously regional accounts executive, north-east.



# Market News

## Slow trading all round

London, August 24: Under the influence of holidays at home and on the Continent coupled with Ramadan in Moslem countries trade in all sectors during the week was slow following the normal pattern for August in previous years. There were no major features to report and few minor price changes.

Among essential oils Chinese pepper-mint and citronella were reduced on the spot despite previous shipment levels being maintained. In spices turmeric improved by £20 metric ton while black pepper was down by an equal amount. Price changes among botanicals were equally divided between gains and losses. Dearer were gentian root, henbane, hydrastis, ipecacuanha, lemon peel and liquorice root. Lower were balsams, benzoin, cascara, cherry bark, sarsaparilla, senega and witchhazel leaves.

Following higher rates for chloroform in drums, announced about a month ago, small packages in bottles were also increased in the past week.

## Pharmaceutical chemicals

**Aloin:** 50-kg lots £17 kg.  
**Ammonium acetate:** BPC 1949 crystals £0.7009 kg in 50-kg lots; strong solution BP 1953 £0.243 kg in 200-kg lots.  
**Ammonium bicarbonate:** BPC £160.70 metric ton, ex-works in 50-kg bags.  
**Ammonium chloride:** Pure in 50-kg lots £0.2344 kg for powder.  
**Atropine:** (Per kg in 1/2-kg lots) Alkaloid £133.70; methonitrate £102, methylbromide £124.40, sulphate £94.50.  
**Benzocaine:** BP in 50-kg lots, £4.49 kg.  
**Brucine sulphate:** £45.00 kg.  
**Cantharadin:** 100-g lots £1.30 per g.  
**Chloroform:** BP £423 to £445 per metric ton according to drum size. In 2-litre bottle £2.48 each; 500-ml bottle £1.00 each.  
**Mersalyl:** Acid £30.50 kg in 10-kg lots.  
**Methyl salicylate:** 5-ton lots £1.10 kg; 1-ton £1.14.  
**Metol:** Photo grade per kg, 50-kg lots £5.64; 250-kg £5.46.  
**Paraffin liquid:** £ per litre

| BPC grades           | 1-5 drums | 6-drums | bulk |
|----------------------|-----------|---------|------|
| No 4                 | 37.7      | 37.3    | 32.3 |
| WA3                  | 37.1      | 36.7    | 32.7 |
| medium WA2           | 38.4      | 38.0    | 34.0 |
| heavy                | 40.9      | 40.5    | 36.5 |
| light technical WA23 | 34.4      | 34.0    | 30.0 |
| WA21                 | 35.8      | 35.4    | 31.4 |

**Petroleum jelly:** BP soft white £356.60 metric ton delivered UK; yellow BP £338.55.  
**Potassium acetate:** BPC £0.50 kg (50-kg lots).  
**Quinine:** (50-kg lots per kg) Alkaloid £100; bisulphate £77.25; dihydrochloride £98.25; hydrochloride £95.25; sulphate £88.25.  
**Sorbitol:** Powder £500 metric ton; syrup £250.  
**Sulphaquinoxaline:** BVetC £10.28 kg; sodium salt £12.71 kg both in 50-kg lots.

## Crude drugs

**Agar:** Spanish-Portuguese £5.60 kg spot.  
**Aloes:** Cape £1.48 kg spot; £1.45, cif. Curacao no spot; shipment £2.20 nominal, cif.  
**Balsams:** (kg) Canada £11.00 spot; £10.70, cif for shipment. **Copaiba:** BPC £2.00 on the spot; £1.85, cif. **Peru:** £6.05 spot; £5.85, cif. **Tolu:** £4.20 spot.  
**Belladonna:** (metric ton) Leaves £1,650 spot; £1,600, cif. Herb no offers. Root £1,400.  
**Benzoin:** Block £113 cwt spot; £112, cif.  
**Buchu:** Rounds £2.15 kg spot; £1.85, cif.  
**Camphor:** Natural powder. Spot not quoted; £6.25 kg, cif. Synthetic £0.78 spot; £0.78, cif.  
**Cascara:** £1,000 metric ton spot; £965, cif.  
**Cherry bark:** Spot £765 metric ton; £730, cif, new crop.  
**Chillies:** New Guinea birdseye from £2,600 to £3,000 metric ton, cif, as to quality.

Mrs Perry, George Staples Ltd, Fenton, Stoke-on-Trent, receives a portable colour television set from Mr Bob Soderstrom, national sales manager, Schwarzkopf. Mrs Perry won by spotting the "Peeping Tom" in a competition for chemists stocking Batiste products



**Cinnamon:** (cif) Seychelles bark £490 metric ton nominal. Ceylon quills 4 O's £0.75 lb. Ceylon featherings £350 metric ton.  
**Cloves:** Madagascar or Comores £4,300 metric ton, cif.  
**Cochineal:** Peruvian silver-grey £15.50 kg spot; £14.75, cif. Tenerife black £20.00, cif.  
**Dandelion:** New crop for shipment £1.20 kg, cif.  
**Ergot:** Portuguese-Spanish £1.80 kg spot; £1.40, cif.  
**Gentian:** Root £1.37 kg spot; £1.34, cif.  
**Ginger:** Cochin £1,330 ton, cif; Jamaican withdrawn; Nigerian split £1,250 spot; peeled £1,440, cif.  
**Henbane:** Niger £1,000 metric ton spot; £980, cif.  
**Honey:** (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £695; medium £668; Canadian £820; Mexican £642.  
**Hydrastis:** (kg) £9.35 spot; £9.20, cif.  
**Ipecacuanha:** (kg) Costa Rica £8 spot nominal.  
**Jalap:** Brazilian no spot; shipment £1.30 kg, cif; Mexican 15% £1.65, cif, nominal.  
**Kola nuts:** £350 metric ton, cif.  
**Lanolin:** BP in 1-metric-ton lots £0.92 per kg.  
**Lemon peel:** Unextracted £1,500 metric ton spot; shipment £1,460, cif.  
**Liquorice root:** Chinese £400 metric ton, cif. Russian £350 spot. Block juice £1.60 per kg spot; £1.50, cif.  
**Lobelia:** American £1,250 metric ton spot; European £1,150 spot; £1,140, shipment.  
**Lycopodium:** Russian £5.20 kg, cif. Indian £4.50 spot.  
**Mace:** Grenada unsorted £2,150 ton, fob.  
**Menthol:** (kg) Brazilian £10.00 spot; £9.75, cif. Chinese £11.00 in bond; £11.20, cif.  
**Nutmeg:** (per ton, fob) Grenada 80's £1,650, unsorted £1,490; defectives £1,250.  
**Nux Vomica:** No spot; forward £250 metric ton, cif.  
**Pepper:** (ton) Sarawak black £1,365 spot; £1,255, cif. White £1,720 spot; £1,610, cif.  
**Pimento:** Jamaican £1,150 ton, cif.  
**Podophyllum:** Root £850 metric ton, cif, nominal.  
**Quillaja:** Spot £1.15 kg; £0.95, cif.  
**Rhubarb:** Chinese rounds 60 per cent pinky £4.00 kg, cif.  
**Saffron:** Mancha superior £430 kg nominal.  
**Sarsaparilla:** Mexican £1,720 metric ton spot; £1,670, cif. Jamaican not quoted.  
**Seeds:** (metric ton, cif) **Anise:** China star £840. **Caraway:** Dutch £1,225. **Celery:** Indian £820. **Coriander:** Moroccan £680; Indian £550. **Cumin:** Egyptian £815; Turkish £720. **Dill:** £180. **Maw:** £880.  
**Senega:** (kg) Canadian old crop £13.30 spot, new crop £12.75, cif.  
**Senna:** (kg) Alexandria pods, hp, upwards of £2.00, manufacturing £0.65. Tinnevely leaves faq No 3, faq pods £0.27, hp £0.40.  
**Styrax:** £4.15 kg spot; £4.00, cif, nominal.  
**Squill:** Italian new crop £650 metric ton, cif. Indian £240, cif.  
**Tonquin beans:** Angostura type £4.25 kg spot; Para £4.40, cif.  
**Turmeric:** Madras finger £520 ton, cif.  
**Valerian:** Indian root £1,350 metric ton spot; £1,250 forward; European £2,000; £1,950 forward.  
**Witchhazel leaves:** Spot £2 kg; £1.80, cif.

## Essential and expressed oils

**Almond:** Sweet in drum lots £1.20 kg duty paid.  
**Anise:** (kg) £17.50 spot nominal; £16.25, cif.  
**Bois de rose:** No spot; shipment £7.00 kg, cif.  
**Buchu:** South African £165 per kg spot nominal. English-distilled bud not offering.  
**Cade:** Spanish £1.20 kg.  
**Camphor white:** £0.95 kg spot and cif.  
**Caraway:** Imported £21.00 kg; English £40 nominal.  
**Cardamom:** English-distilled £280 kg.  
**Cassia:** No offers spot or forward.  
**Cedarwood:** Chinese £1.22 kg spot; £1.35, cif.  
**Celery:** English £58.00 kg.  
**Citronella:** Ceylon £1.35 kg spot; £1.30, cif. Chinese £2.15 spot; £2.35, cif.

**Clove:** Madagascar leaf, £2.40 kg spot; £2.50, cif. English-distilled bud not offering.  
**Coriander:** Russian about £20.00 kg.  
**Eucalyptus:** Chinese £2.10 kg spot and cif.  
**Fennel:** Spanish sweet £10.50 kg spot.  
**Geranium:** (kg, cif) Bourbon £50.00. Chinese £27.50.  
**Ginger:** £85.00-£88.00 kg spot.  
**Lavender spike:** £12.50 kg, cif.  
**Lemon:** Sicilian best grades about £14.00 kg.  
**Lemongrass:** Cochin £4.50 kg spot; £4.50, cif.  
**Lime:** West Indian £10.50 kg spot.  
**Mandarin:** £17.00 kg spot.  
**Nutmeg:** (per kg) English-distilled from West Indian £22.00; from East Indian £20.00. Imported £9.00-£10.00.  
**Olive:** Spanish £1,300 per metric ton in 200-kg drums ex-wharf; Mediterranean/Italian origin £1,310; Tunisian not offering.  
**Orange:** Florida £0.95 kg; West Indian £1.00.  
**Origanum:** Spanish £14.50 kg spot for 70 per cent.  
**Palmarosa:** No spot offers; £7.40 kg, cif nominal.  
**Patchouli:** Chinese £11.60 kg spot; £11.35, cif.  
**Pennyroyal:** No offers.  
**Pepper:** English-distilled ex-black £125 kg.  
**Peppermint:** (kg) Arvensis—Brazilian £5.50 spot; £5.50, cif. Chinese £5.20 spot; £5.40, cif.  
**Piperata:** American Far-West £30.00-£33.00, cif.  
**Petitgrain:** £5.75 kg spot; £5.65, cif.  
**Rosemary:** £5.75 kg spot.  
**Sandalwood:** Mysore or East Indian £95 kg spot.  
**Sassafras:** Chinese not quoted. Brazilian £2.30 kg spot.  
**Spearmint:** (kg) American Far West £15.50. Chinese spot £13.00; shipment £12.50, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## Coming events

### Sunday, September 4

**Enfield Pharmacists' Association,** Car treasure hunt to Hatfield House, applications by September 1 to Mrs D. Wade, 36 Chase Green Avenue, Enfield, Middlesex EN2 8EB (tel 01-366 3714).

### Advance information

**Filttech 77,** International Filtration & Separation Exhibition, Olympia, London, September 20-23, 10 am. Tickets and details from Filttech Exhibitions Ltd, 1 Katharine Street, Croydon CR9 1LB.

### Royal Society of Health, Pharmaceutical Group:

Dr L. A. Liversedge (neurology department, Manchester Royal Infirmary) on "Multiple sclerosis", October 4, at 7.30 pm, medical teaching centre, Hospital College, Mount Vernon Street, Liverpool; Professor C. F. George (faculty of medicine, Southampton University) on "Present increase in the use of  $\beta$ -blockers—with its complications", October 19, at 7 pm, RSH, 13 Grosvenor Place, London SW1X 7EN. Ticket only, from RSH.

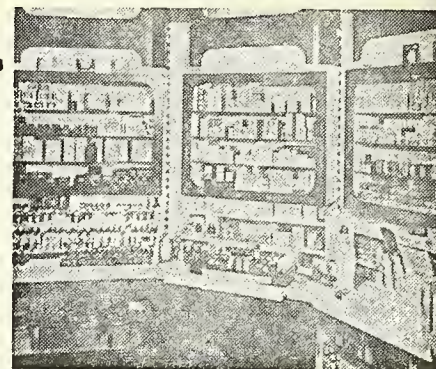
**Society of Cosmetic Chemists diploma course in cosmetic science,** Polytechnic of the South Bank, London SE1. Registration September 21, 9.30 am to 12 noon and 5.30 to 8 pm. Course starts September 26.

**Training film review:** Lorch Foundation, Lane End, High Wycombe, Bucks HP14 3JH, November 22-24. Films on management, sales or safety together with exhibition of training aids. Fee £12 per day.



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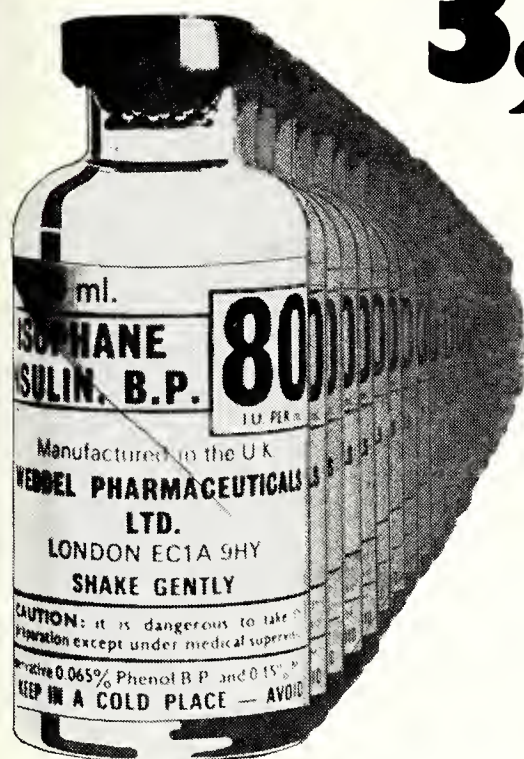
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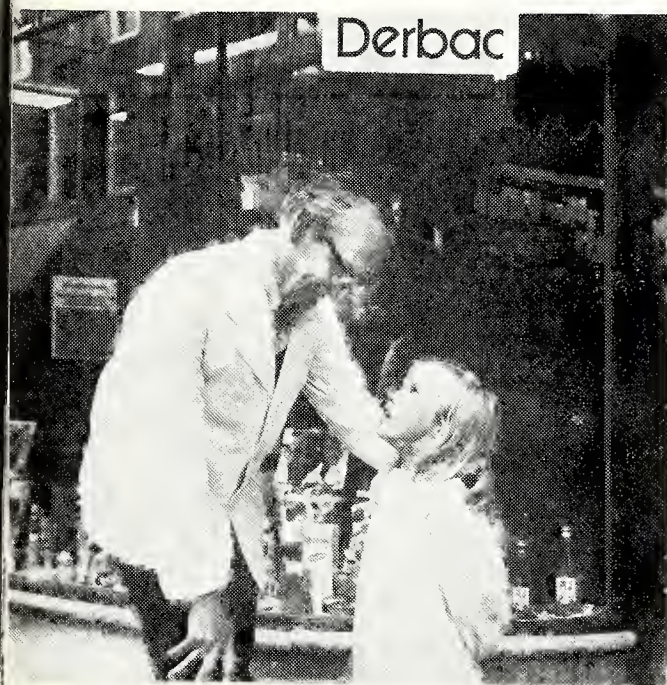
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## What did you do in the Great Nit War, Daddy?

This September, the Health Education Council launch their National Nit Campaign.

The reason: an alarming rise in head lice infestation, particularly amongst school children.

As a pharmacist a significant action you can take against the Louse is to recommend either Derbac Liquid (Malathion 0.5%) or Derbac Shampoo (Carbaryl 0.5%).

The Head Louse has developed no resistance to Derbac (unlike the more traditional forms of treatment e.g. D.D.T.) because malathion and carbaryl are known to be effective against head lice and are the agents currently recommended by the Health Education Council.

Derbac — in liquid or shampoo form — kills lice and their nits in minutes.

What's more, Derbac is non-inflammatory (therefore perfectly safe to recommend whatever the home circumstances).

It has a fresh, clean smell, (thus avoiding embarrassment to the user).

And it's gentle on everything but the head lice.

If your child had head lice would you recommend anything else?

**Derbac**  
De-house the louse

### Chemist recommendation — the vital factor.



Obviously, the pharmacists role in the National Nit Campaign is a vital one. You can help your customers — by displaying this special counter leaflet dispenser during the campaign.

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